



**EXTENSION
SERVICE**
review

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Agriculture
and Your Food

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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Something is NEW in agriculture

American farmers are so productive the public often takes an ample supply of high quality food for granted.

Research and education, including Extension agricultural programs, are prime factors in keeping food production at this level. Let's examine some of the newer Extension activities:

- **YOUR FOOD** is a new education program dealing with the food situation, issues, and some alternatives—told in a booklet, six leaflets, and a slide-tape—available from Ohio State University.

- **COIN** can mean more "coin" for farmers. It is also the acronym for Computerized Outlook Information Network, a program supplying Extension specialists and farmer clientele with economic and outlook data a few hours or even minutes after release.

- Wine from whey . . . Pesticide hotline . . . Beef cow-calf seminars . . . Sheep auctions via telephone . . .

There's plenty new in Extension agricultural programs, and we report some of it in this issue of the *Review—Ovid Bay*.

The story behind your food

by
Marsha S. Holdsworth
*Assistant Extension Editor,
Food Policy
The Ohio State University*

Telling millions of people about an important topic like food is a big job. Tackling such a job is the goal of **YOUR FOOD**, a national educational project developed at The Ohio State University.

"The overall objective of **YOUR FOOD** is to provide relevant information for people to use in their assessment of the world food situation. **YOUR FOOD** deals with topics of broad concern to consumers and others interested in producing, processing, and distributing food," says Wallace Barr, Extension agricultural economist at Ohio State and coordinator of the project.

YOUR FOOD was developed in response to written and oral requests to Extension workers for a program that would tell the food story to the American people. A multi-disciplinary committee composed of Extension specialists from across the



country in marketing, biochemistry, consumer affairs, family resources management, home economics, political science, and policy, guided the project. A special needs grant from Extension Service-USDA to The Ohio State University provided necessary funding.

Many pictures emerge when viewing the world food situation. In one part of the world, you might see people biting into plump, juicy steaks. At the same time, far across the globe, you could watch as children roam the streets, searching for crumbs and morsels of food.

These situations have caused thousands of people to question the world food problem. They ask: Will there be enough food? Who will get it? How will it be shared? Who will control its distribution? Will the food be good to eat?

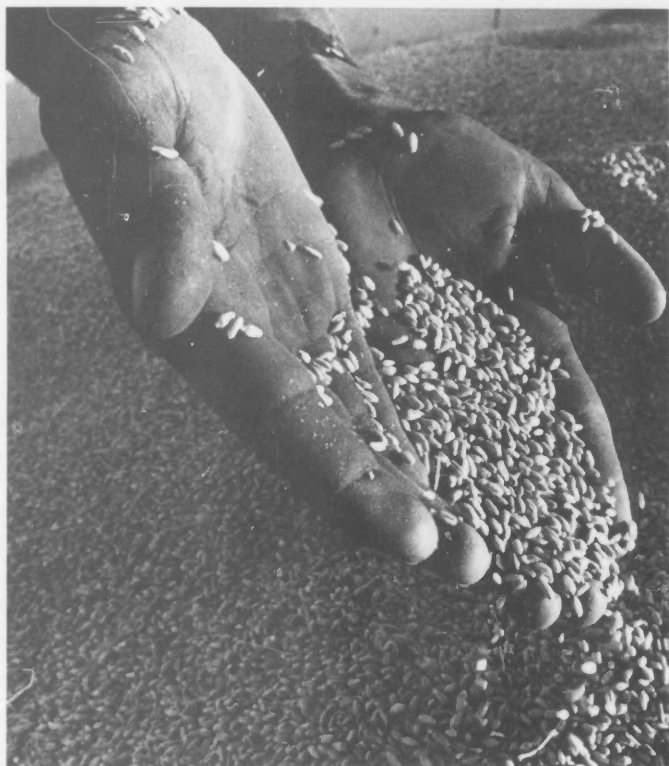
YOUR FOOD attempts to answer these questions. Since food is a subject that involves everyone, a variety of materials was needed to reach the multitude of people in different walks of life.

The first communicative device developed was a food policy basebook. Written by authorities in each of the subject-matter areas covered, the basebook is a detailed publication aimed at the decision-makers—politicians, ministers, industry executives, and club leaders.

Robert C. Bjorklund, columnist for the *Wisconsin State Journal*, says of the basebook: "I can't remember a time when one booklet has done such a complete job in covering the interests of consumers and those interested in farm production, processing, and distribution of food."

After completion of the basebook, the committee decided that some type of written material was needed to reach the average consumer. A series of six leaflets, housed under one cover, was the answer. The leaflets, less detailed than the basebook, are written at the 10th grade reading level.

The next step in the project involved developing slide sets and cassette tapes for each of the six chapters listed in the basebook and leaflets: Will There Be Enough?



YOUR FOOD is for producers . . .



processors . . .

Who Will Get It? How Will It Be Shared? Will It Be Good and Good For You? Who Will Control It? Politics and Food Policy. Each slide-tape set is about 6 to 8 minutes in length.

The University of Illinois composed a 30-minute slide-tape set telling the overall story of food. This set can be purchased as either a single- or double-image presentation. Overheads and teaching guides, plus a five-lesson correspondence course, have also been compiled to aid educators in conducting programs.

Ohio has launched an extensive series of meetings state-wide. Specialists in food distribution, marketing, farm management, nutrition and food science, and public policy from The Ohio State University have gone into the 10 Extension areas of the state to conduct training meetings for lay leaders. These leaders then returned to their respective communities, passing on their new knowledge about food through mass media, classroom, and organization contacts.

"I hope to be able to present the highlights and information from the meeting to Pomona Grange," said Clyde Roberts, a Grange leader attending an area meeting.

County meetings conducted by county agents and lay leaders are now being held in Ohio to inform the general public about food. Most of these meetings are all-day events with discussion and question-and-answer periods scheduled to clarify issues which may seem unclear.

Response to the meetings has been quite good. In evaluations conducted at the meetings, 96 percent of the participants felt the meetings and materials provided the kind of information they want about food.

Forty-seven states, Puerto Rico, and Guam have ordered **YOUR FOOD** materials. These materials will be distributed and used by each state according to their own educational programming.

Price lists and additional information on the **YOUR FOOD** materials are available from the author at 2120 Fyffe Rd., Rm. 23, Columbus, Ohio 43210. □



and consumers.

Sheep producers dial 'A-U-C-T-I-O-N' for success

by
Jim Lutzke
Asst. Agricultural Editor
University of Idaho

As the lamb marketing situation in America has continued to deteriorate in recent years, sheepmen have found it increasingly difficult to get a suitable price for their animals.

Realizing they couldn't solve their problems individually, sheep producers in the Northwest banded together to try to do something about a less than adequate marketing and pricing system. Extension specialists in Idaho and Oregon played key roles in their action.

Attempting to improve worsening marketing conditions in the western states, the American Sheep Producers Council appointed a "Sheep for Profit Task Force" in March 1973. Members included John Miller, Extension meat specialist, University of Idaho; John Landers, Extension livestock specialist, Oregon State University; and John Early, Extension agricultural economist, University of Idaho.

While discussing the depressed sheep market in eastern Oregon and southwestern Idaho, during a plane flight, Landers and Miller concluded that pooling animals for a telephone auction just might provide the needed remedy. Back on the ground, they sought the counsel and assistance of Extension economists, Early of Idaho, and Steve Marks of Oregon State. Then they took their idea to the sheep producers.

During the fall and winter of 1973-74, task force members, Marks, and Dave Holder, an economist with the Farmer Cooperative Service, USDA, met with county Extension agents, key sheep producers, and wool pool directors to explain the merits and requirements of pooling and telephone auction selling.

Founded by primarily farm flock producers, the PNW Livestock Producers Marketing Association was incorporated in March 1974, with headquarters at Ontario, Oregon, on the Idaho-Oregon state line.

The original marketing area extended from LaGrande and Enterprise, Oregon, to Boise and Council, Idaho. Training lamb producers as graders, the association set up assembly points with scales and loading facilities at six locations within the area.

Before selling the more valuable lambs, to test the system, they sold cull ewes at the first two sales in May 1974. The group held lamb sales each week from June to December. PNW marketed a total of 61,400 ewes and lambs through the system during this period, with a record sale day of 11,000 head. By August 1974,

the area of operation had expanded eastward to include all of southern Idaho and bordering areas in adjacent states. Lambs from several range bands were also sold through PNW.

Success is a chief motivator for expansion, and PNW proved no different from other profitable enterprises. The organization now sells sheep from Idaho, Oregon, California, Washington, Nevada, Utah, and Wyoming. The increased competitive bidding from a wider market area has brought major market center prices to livestock producers who formerly received only local bids from one or a few buyers.

Lamb prices in this area, originally \$3 to \$10 below West Coast and Denver prices, are now almost on a par with those markets and are running from \$3 to \$7 per 100 lbs more than neighboring auctions.



The credibility of its graders is a key factor in the success of PNW. "The organization now has 12 assembly points, with two or three graders working out of each," says meat specialist Miller, who operates out of the University of Idaho's Research and Extension Center at Caldwell.

The grader visits the flocks of each producer in an area. In the spring he looks primarily for fat lambs; later on he looks for both feeders and fats. After counting heads, estimating weights, noting types of lambs and whether they are grain fed or on pasture, he calls PNW General Manager Stewart Cruickshank in Parma, Idaho.

Cruickshank assembles the loads of lambs (approximately 450 head or 50,000 lbs) on paper and sets up a conference call by contacting every major packer representative from California to Chicago. Each representative receives a description of the loads of lambs to be sold that week and all prospective participants are assigned bidding numbers. Then, on Thursday morning of each

week, the conference call is made and the auction held.

"So far, this system has proven very effective," says Miller. "Our buyers indicate the sheep delivered have either met or exceeded the verbal description provided prior to the sale."

After the sale, Cruickshank calls successful bidders to confirm shipping instructions. Producers are then notified of the date, time and delivery point for their lambs. Lambs are weighed as delivered, then loaded for shipment. The producer is paid on the basis of the weight on the local assembly point scales. The association collects from the buyer for the lambs weighed, deducts the predetermined marketing charges, and pays the producer. Producers may receive their checks immediately or within a specified time as set forth by the association.

There are several advantages to

this system for both the packer and producer.

"The packer has the opportunity to buy fresh lambs directly from the producer, without having to wait while the animals lay over a few days in a stockyard," explains Miller. "Also, buying in load lots is more economical. The packer can schedule a kill for the following week without having to go through the process of accumulating several small lots of animals until he has a large enough load to schedule slaughter.

"The producer, on the other hand, has the advantage of a current market and selling at load lot instead of a few head at a time."

By utilizing the PNW pooling process, packers also reduce buying costs by cutting back their staff and travel expenses. This savings, in turn, is passed on to the producers in the form of increased bid prices. □



Computer network 'coins' rapid outlook information

by
William Carnahan
*Information Specialist, ANR
Extension Service-USDA*

In today's market-oriented agriculture, farmers need current economic information to help them make decisions. Often, they need this information fast—faster than the mail can deliver it.

Buel Lanpher and Richard Ford, Extension economists in Washington, D.C., proposed that USDA outlook information, like crop and livestock reports and similar data, be sent to state Extension economists by computer.

Building on their original proposal, the Extension Service at the University of Minnesota-St. Paul conducted an 18-month pilot project called the Computerized Outlook Information Network, or **COIN**.

The Minnesota project, which began in the summer of 1974, is now completed, but **COIN** goes on, with 23 states using the system. It is one of about 60 computer programs available on the Cooperative Extension's Computerized Management Network (CMN) managed by Virginia Polytechnic Institute (VPI) at Blacksburg, Virginia.

Here's how it works. Crop, livestock, and other outlook reports are "loaded" into the system by telephone from USDA in Washington. This outlook information goes into a time-sharing computer at Rockville, Maryland, as soon as possible after the 3:00 p.m. release by USDA's Statistical Reporting Service (SRS) and Economic Research Service (ERS). Available no later than the following morning, **COIN** data is as close to the states as their nearest telephone and computer terminal.

How do states utilize **COIN**?

At The Ohio State University, rapid dissemination of detailed market news is the key feature of the system. Extension specialists then compare their thoughts about future prices or trends of agricultural commodities with those of other specialists throughout the country.

Ohio also uses **COIN** at the county level through area Extension offices. "This brings the outlook information right to the farmer where it is used in planting, harvesting and marketing decisions," said A. E. Lines, Ohio farm management specialist.

In South Carolina, Lynn Stanton, another Extension farm management specialist, believes the area specialist's role in outlook "has been greatly enhanced with the develop-

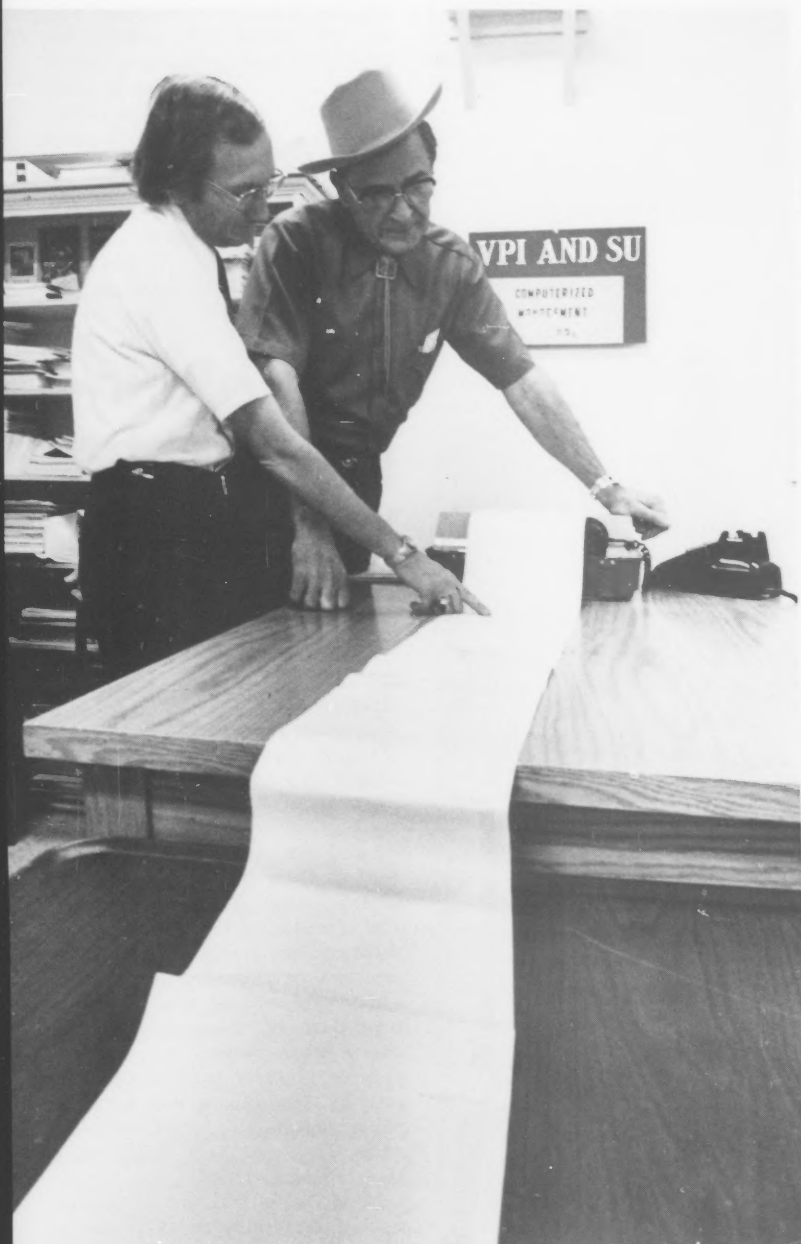
ment of **COIN**." Stanton said, "Last crop year (1976), my telephone rang repeatedly with county agents asking questions relative to what contract prices were likely to be and relaying farmer requests for economic assistance in planning their crop enterprise budgets and management-marketing strategy."

Although **COIN** information is primarily used for compiling background data and preparing outlook reports in the states, it is also being used to prepare outlook news and feature articles, and for radio and television. Ewen Wilson, Extension marketing specialist at VPI (in Virginia), said, "We have just begun to explore **COIN**'s potential. We use it as:

- A data base for *Virginia Agricultural Economics*, a monthly newsletter sent to more than 8,000 Extension agents, farm management specialists, farmers, and agribusinessmen
- Direct access to USDA's twice-weekly "Mailgram," that contains timely news on agriculture at home and abroad
- An information base for talks before commodity groups and others across the state
- National access to analyses and opinions from agricultural experts across the country.

Paul Hasbargen of Minnesota is one of the Extension economists from a dozen states who analyze outlook information for the system. He put this on the line last fall:

DON'T GET EXCITED ABOUT THE REDUCTION IN FEEDLOT PLACEMENTS. THIS WAS EXPECTED, BUT THERE ARE STILL MORE YEAR-LING FEEDERS AVAILABLE THAN A YEAR AGO, AND FORAGE SUPPLIES ARE VERY LOW IN MANY STATES. SO, CATTLE



Wayne L. Smith, Extension agent, Fairfax County, Virginia, looks over a COIN printout with a local farmer.

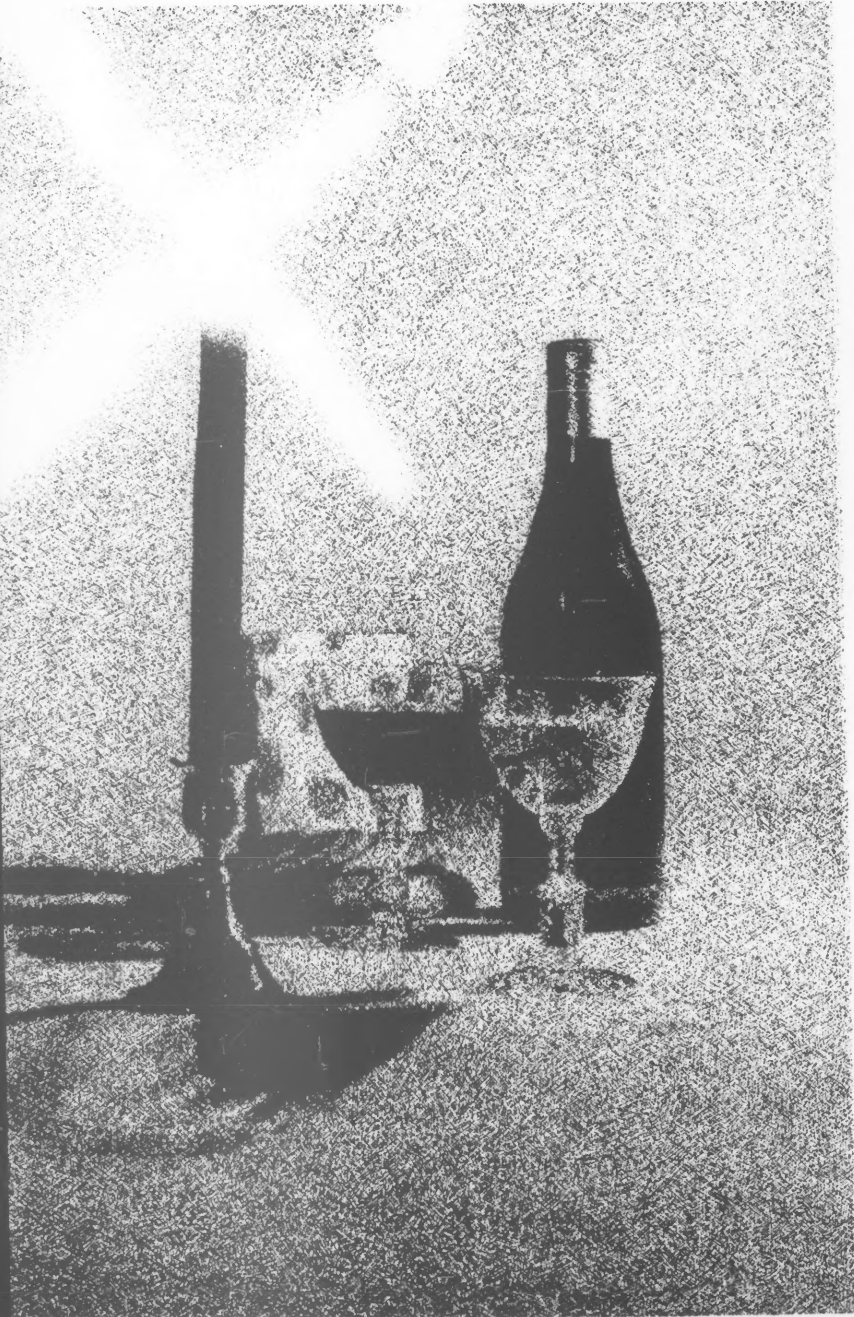
FEEDERS WILL NOT BE ABLE TO PASS UP THE APPARENT "GOOD BUYS" THIS FALL.

THUS FED SLAUGHTER WILL REMAIN HIGH THROUGH FIRST HALF OF NEXT YEAR. BUT RECENT DELAYS IN PLACEMENTS COULD GIVE MARCH-APRIL PRICES A BOOST OF \$45 BEFORE DROPPING BACK AGAIN. MY BASIC OUTLOOK PRICES REMAIN THE SAME—HIGH THIRTIES THROUGH 4TH QUARTER THEN LOW FORTIES THROUGH FIRST HALF OF NEXT YEAR.

In Illinois, Duane Erickson, agricultural economist, reports that specialists use portable terminals to receive crop and livestock reports from COIN for use in Extension meetings. Last fall, Erickson received the September crop report at Mt. Carrol and used it that evening in an Extension meeting with 185 people. "The information was timely and provided details earlier than available elsewhere," said Erickson.

Arkansas is a relative newcomer to COIN. They began a pilot project last April, said Clay Moore, Extension economist, "that involves making quick delivery of outlook reports to 100 crop producers in ten counties and 100 livestock producers in another ten counties." If evaluation of the project shows that farmers like the idea of "prompt delivery of outlook information," Arkansas will aim for a statewide effort, Moore added.

At Purdue University in Indiana, agricultural economists make limited use of COIN, principally in the reporting, predicting and analyses of the hog, cattle, and grain markets. "We would probably make more extensive use of COIN if our own agricultural statistician weren't right here on campus," economist Dave Petritz said. "However, it does make reports from participating states available in hard copy form, giving us the advantage of another effective communications tool." □



Make wine— not waste— with whey

by
Tom Gentle
*Information Representative
Extension Communication
Oregon State University*

Several years ago, a small cheese factory in Coos Bay on the southern Oregon coast, dismantled its vats and closed its doors. Poor management was not at fault. Nor could the economy be blamed.

The problem was whey, a watery byproduct of cheesemaking. The cheese factory went out of business because it had too much whey to dispose of. The closing was not a unique phenomenon, but exemplified a nationwide problem confronting cheese manufacturers.

Now, thanks to a partnership involving the Oregon State University Extension Service, the OSU Agricultural Experiment Station, and private enterprise, one solution to the surplus whey situation has

been found. After 3 years of research and testing, this partnership has shown that making wine from whey could be an answer.

Why has whey been such a handicap to the cheese industry? For every 100 lbs of milk used in cheesemaking, only 10 lbs end up as cheese. The remaining 90 lbs is whey. Some of this whey is utilized as a protein supplement, or as a component of dairy solids in ice cream, cake mixes, toppings and sauces. But, most of it goes to waste. Of the 30 billion lbs of whey produced annually in the U.S., 13 billion lbs become excess. The whey often ends up in streams and sewer systems where it promotes high bacterial growth and an unpleasant odor.

Whey pollution is so extensive that the Environmental Protection Agency (EPA) has issued strict regulations forcing cheese manufacturers to discontinue dumping whey into sewer systems by July 1977.

"The idea of converting whey into wine was sparked by Mayflower Farms, a Portland dairy cooperative," said Floyd Bodyfelt, the OSU Extension dairy processing specialist, who played a major role in the project.

An executive at the cooperative had read about a priest in Alaska, Father Emmet Engel, who had developed and marketed a wine made from whey. After dispatching a man to look at Father Engel's wine operation in Palmer, the cooperative contacted Bodyfelt in the spring of 1973. "They wanted OSU to conduct more research on making wine from whey," said Bodyfelt. He and Hoya Yang, an agricultural experiment station researcher with OSU's Department of Food Science and Technology, met with representatives of the cooperative where they agreed to explore the notion of whey wine.

"Extension had a part in un-

covering the potential for research into whey wine," Bodyfelt pointed out. He describes his role as that of a catalyst bringing together the university, government, and industry for research sponsorship, industry pilot plant development, and marketing trials. His contacts with the dairy industry and government agencies proved invaluable.

Credit for the technical breakthroughs achieved goes to Yang, chief investigator for the research project, and to Kay Berggren, the technician. Yang and Berggren worked through the summer, and by September they had several promising batches of wine—some from cottage cheese whey, some from cheddar whey.

Although impressed with the initial wine samples, the dairy cooperative could not fund additional research. Convinced their work on whey wine showed promise, Bodyfelt and Yang contacted EPA, which had previously funded research on whey utilization.

Bodyfelt and Yang submitted a proposal, which EPA quickly funded for \$39,000. Their subsequent research met with success. The whey produced a versatile wine that could be consumed straight or blended with berry wines. It also mixed well with a synthetic citrus flavoring, giving it a taste similar to "soda-pop" wines already on the market.

Most important, the wine-from-whey process has distinct advantages for the beleaguered cheese industry:

- The entire whey is utilized, eliminating the need to dry it.
- No energy is required for the fermentation process (unlike the production of protein supplements from whey, which requires large amounts of energy).
- The wine has a greater monetary value than other whey products. (Ninety lbs of whey make 10 gallons of wine, which has an approximate market value of \$50.)

- The method can be readily utilized by small cheese factories because no elaborate or expensive equipment is necessary.

"Perhaps the greatest benefit is the one that makes this process feasible for the small cheese processor," Bodyfelt said, referring to the increasing closures of small cheese factories.

The second phase of the whey wine project involved testing for commercial production and consumer acceptance. Bodyfelt tried to persuade Oregon processors to carry out this phase, but was not successful.

A San Francisco-based foods company received approval to do the pilot plant investigations. The first commercial wine from whey should be ready for test market studies during the fall of 1977.

"Extension is too far removed from industry economics and testing problems. Its role now is to spread the word about the technology and merits of processing wine from whey," said Bodyfelt.

He is doing just that. Bodyfelt has demonstrations scheduled at Cornell University and the New York Cheese Manufacturers Association in September, and at The Ohio State University and the University of Arizona next February. Other states are also requesting his appearance.

The future holds promise for some cheese manufacturers, who now pay to dispose of whey, or who face closing down. They may be able to produce a profitable product and simultaneously eliminate a water-pollution problem.

"Wine-making can't solve the problem completely. There's too great a volume of waste whey for that. But we took a novel approach and may have come up with a partial answer," said Bodyfelt.

The story does not end here. The next step is to explore the possibility of brewing beer from whey. □

Hotline pinpoints pesticide legality

by
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*Extension Specialist,
Chemicals, Drugs & Pesticides
Virginia Polytechnic Institute*

Our telephone at the Chemical, Drug and Pesticide Unit, Virginia Tech, has become a "hotline", with increasing calls from Extension agents who need help in keeping pace with the rapid changes in pesticide legality.

With a revolutionary method of pesticide information, storage, retrieval and delivery, our hotline has become a means of giving almost instantaneous answers to those questions.

At Virginia Tech, we have been concerned about the increasing inability of traditional Extension information delivery methods to keep up with these changes.

"I have a peanut grower in my office who used Product X last year for leafhopper control. Is it still legal?", asks one concerned Extension agent. "What granular herbicides are registered for control of pigweed in soybeans?", another agent inquires, as the telephones jingle with almost constant pleas for assistance and clarification.

Answers may come easily, or they may take days or weeks. But the grower want to know NOW. He is in the precarious position of knowing that his crop must be protected. He also wants to protect himself, his farm workers, the consumer, and the environment. In addition, he doesn't want to expose himself to civil

penalties for pesticide misuse.

For assistance, I enlisted the aid of Harold Walker, George Greaser, Billie Emert, and Jim Nugent, all Virginia Tech Extension Division coworkers. Our final result was the CDPIR—short for Chemical, Drug and Pesticide Information Retrieval.

This unique computerized system enables an Extension agent at a local office to identify in minutes the pesticide products that are legal to use in the state on a specific crop to control a specific pest. Identification includes: product name, type (herbicide, insecticide, etc.), formulation, label company, active ingredients, percent active, pests on the label, and use classification, when the latter becomes available. Other items may be included if a need is demonstrated.

The CDPIR system uses the capabilities of the Computerized Management Network, or CMN. An agent's CMN terminal is connected to a time-sharing computer by a conventional telephone line using toll-free WATS support—available anywhere in the U.S. The terminal operator interacts with the computer on a question and answer basis. Using the terminal does not require any computer knowledge. Average training time for operating a terminal is about 30 minutes. Each terminal is autonomous. Information is delivered from the computer directly to the requesting terminal with no lags or relays in between.

The CMN is presently operating in 95 terminal locations sponsored by 22 land-grant institutions and 4 non-university agencies. Terminals per location vary from 1 to 27. Subscribers have access to programs such as Dairy Ration Formulation, Mortgage Analysis, Dietary Analysis of Food Intake, Virginia Colleges-Fees and Costs, and many others. The same terminal and procedure will be used to provide access to the CDPIR.

Information stored in the computer is managed at the state level. A simple editing program is available to update the data based on a day-to-day, or "as needed" basis. This insures that only current information

is delivered to the agent. A state level chemical search is also available to determine what products containing a certain active ingredient are registered for a specific use, or what products on a dealer's shelves contain a recently banned pesticide chemical.

Let's take a typical example of pesticide information retrieval and delivery. A grower calls an Extension agent for identification of legal pesticides for a specific use. The agent dials a toll-free number to the computer. He or she hears a connect tone, plugs the hand set into the ter-

terminal, gives identification by state abbreviation and user code, names CDPIR and is put into that program.

The ensuing question and answer interaction extracts the desired information from the data base. Answers are printed at the terminal. The agent logs off the system and reports the results to the grower. Elapsed time from request to answer is about 5 minutes, with a computer cost of \$1.50 to \$3, depending on the problem.

The grower and the agent are as close to the computer as they are to their own telephones.

The CDPIR system is "host-" or "crop-" oriented. The Virginia data bank now stores pesticide information on peanuts, corn, soybeans, tobacco, apples and peaches. Data on other crops, including livestock and poultry, are being processed and will be added as funding permits.

Information retrieval is based on a process of elimination. The first search level must be "host" to give access to the desired data file. The computer answers with the number of pesticide products registered on that host and gives the terminal operator five search options. These are: type (herbicide, insecticide, etc.), formulation, application method (duster, aerial, etc.), pest(s), and label company. These options may be used in any order.

If an agent needing information does not have a terminal, there's no problem. He or she determines what information is needed and which sequence of search options will get it. The agent then calls the nearest terminal location, requests the desired search sequence and stays on the phone until receiving an answer to the question. The printed terminal copy is mailed as confirmation.

Although CDPIR is presently based entirely on Virginia data, the system may be adapted to meet the needs of any state that joins the program. Categories of livestock and poultry, ornamentals, shade and forest trees, lawns and turf, etc., will be added and multistate usage implemented if federal grant funds become available. □



Symposiums beef up production for

'A little bigger calf . . . a little bigger dollar'

by
William Carnahan
Information Specialist, ANR
Extension Service-USDA

It's hard to keep a good thing quiet!

That's what Extension livestock specialists from Colorado, Nebraska, South Dakota, and Wyoming have found out about their biennial range beef cow-calf symposiums. Spurred on by positive feedback from these symposiums, they're already busy planning for the fifth one in December 1977 at Chadron, Nebraska.

Since this Extension education program began in 1969, more than 1,000 beef producers, like Miles Davies of Deertrail, Colorado, have taken home money-saving ideas.

In 1973, Davies and his neighbor, Richard Price, flew to the symposium at Rapid City, South Dakota, where they heard about a new method of treating calf scours. "What we learned in that one session more than paid our way to the meeting," said Davies. He and his neighbor were able to save more than a dozen calves after they returned home.

Not all cow-calf producers have been as fortunate as Davies and his

neighbor, but most have found the sessions extremely valuable.

J. Tipps Hamilton of Midland, South Dakota, said, "I'm always looking for new ideas, and that's why I come to the symposiums." When he returns home, Hamilton tries the ideas he's picked up and if they work, he continues to use them. If they don't work or are not practical for his operation, he drops them.

Gary Darnall of Harrisburg, Nebraska, agrees with Hamilton: "If I get only one idea that works, it makes the trip worthwhile for me." Darnall looks for ideas to build on . . . ideas he can apply to his ranching operation.

The idea for the symposiums began in 1967 at a beef field day held by Nebraska and Wyoming Extension specialists. "We wanted to include more states, so we invited Colorado and South Dakota to join us," said C. O. Schoonover, Wyoming Extension animal specialist. The first four-state symposium was held in 1969 at Chadron, Nebraska, with 500 registered participants. Since



Gary Darnall, Harrisburg, Nebraska



Miles Davies, Deertrail, Colorado.



J. Tipps Hamilton, Midland, South Dakota.



Lester Harris, Saratoga, Wyoming.



Bob Mueller, Kimball, Nebraska.

then, other symposiums have been held at Cheyenne, Wyoming (1971); Rapid City, South Dakota (1973); and Denver, Colorado (1975).

Several factors are considered in developing a symposium, according to Schoonover. "First, we review current beef cattle research, then build our ideas around it. We also look for inputs from producers, and finally we look for the best speakers to fill the bill," he said. "If producers generate enough interest in a specific subject, they try to find a speaker to cover those areas too.

"Although the meetings are primarily an Extension effort," said Schoonover, "we draw heavily on animal scientists in research and in other areas from outside Extension."

Most of the participants come from the four states and surrounding areas, but others have come from as far away as California. Each symposium picks up a few producers attending the first time. But, many

producers are repeaters, like Bob Mueller from Kimball, Nebraska. "I've been to all four symposiums," said Mueller. "They are an excellent source of information on the latest research results and recommendations." Although Mueller tries to keep abreast of the latest developments through reading materials, he likes to attend the symposiums "to fortify this information."

The evening "bull sessions" are one of the highlights of the symposiums for Lester Harris of Saratoga, Wyoming. "These sessions give us an opportunity to question the experts and answer some of our problems." At each symposium four of five "bull sessions" are held each evening of the 2½-day meeting. Each session dwells on a specific topic with an expert on hand to answer questions and lead the discussion.

All the participants interviewed

agreed on one thing. The symposiums bring together top people in their fields and beef cattle producers from several states—an ideal setting for an exchange of good, useful information.

Word about the symposiums is getting around. Most of the participants hear about them through the usual Extension channels—newsletters, radio-TV, newspapers, Extension agents and meetings. However, now that four symposiums have been successful, "more and more producers are learning about them through other producers who have attended," said Schoonover.

Ken Burns of Lamar, Colorado, sums it up this way: "I'm always looking for ways to cut costs . . . looking for a new wrinkle to produce a little bigger calf . . . and ways to produce a little bigger dollar return. These symposiums help make that possible." □



Cooperative Extension Service Maryland Creates New Image

UNIVERSITY OF MARYLAND-COLLEGE PARK — UNIVERSITY OF MARYLAND-EASTERN SHORE

by
Robert B. Rathbone
Chairman
Dept. of Information
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University of Maryland

A new director and a talented artist have teamed up to give the Maryland Cooperative Extension Service (MCES) a solid and consistent identity—whether the public contact occurs at a homemakers club meeting, in a county agent's office, or by letter or state publication.

The director is John M. Curtis, who joined the staff in January 1976. Sanford W. Farwell, associate editor, design, is the artist.

Curtis wanted better public identification of Extension—not only at the local and county level—but as a statewide educational institution.

"My mother has been a homemakers club member in Randolph County, North Carolina, for 40 years," Curtis says. "But she never really tied her local group to the North Carolina Extension Service. I found it difficult to explain to her that in my new job I was directing the kind of program that she has been enjoying and appreciating for so many years.

"We've got to make it easier than that for the public," Curtis continued. "How well we help the people of Maryland make this local-state connection will affect the progress and success of both established and new Extension programs." He had in mind a kind of symbol of Maryland Extension—a "logo", as designers call it.

Farwell began with a logo which he designed in 1971 for use on MCES stationery. Meeting with county personnel in late 1975, he suggested a way to use this logo in a standard format on all county newsletters. Agents liked the idea. At last count, 20 of Maryland's 24 county and city Extension offices had adopted the logo identity for 78 of their newsletters.

Extension specialists are also working with Farwell to redesign their newsletters. To date, 14 newsletters are wearing "the new look." All press releases, TV and radio materials going to media outlets from the state information office, slide sets, and exhibits now carry the new logo as common identification. (Notice the stylized vertical "CES" design on the left side of the sample press release at the top of this article.)

Clip art of this logo, in a variety of sizes, is available for all county offices. Extension employees can also purchase business cards imprinted with the logo in red and black.

Farwell has also designed decals of the logo in three colors suitable for state and county office doors. Outdoor signs will follow.

Next to be redesigned and standardized were the formats for the four popular MCES publications series, which include some 1,300 titles.

All new publications—and established publications as they are revised—use the new formats, which incorporate the logo.

Total time for the project has been less than one year.

The logo has also been added to a new design for soil sample boxes and soil analysis forms. The Extension Service, in cooperation with the University of Maryland Agronomy Department, provides a free soil testing service to approximately 55,000 farmers and homeowners a year.

Except for staff time, Farwell says the cost of the image transition has been surprisingly small. "MCES will begin to save money in editorial, art, and printing costs as the standardized newsletters and publications continue to be used through successive printings," he said.

The Maryland Cooperative Extension Service has achieved in this short time, with little expense, what corporations frequently spend years and thousands of dollars to accomplish—a new and quickly recognized "corporate image." □

Awards programs— does anybody get their money's worth?

by
Virgil Adams
*Extension Editor, News
Cooperative Extension Service
University of Georgia*

Officers and directors of an organization such as the National Association of County Agricultural Agents (NACAA) sit down, plan and work, and come up with—for want of a better term—a “program.”

A national firm agrees to finance the incentives and awards.

Hundreds, perhaps thousands, of county agents participate in the program.

So what?

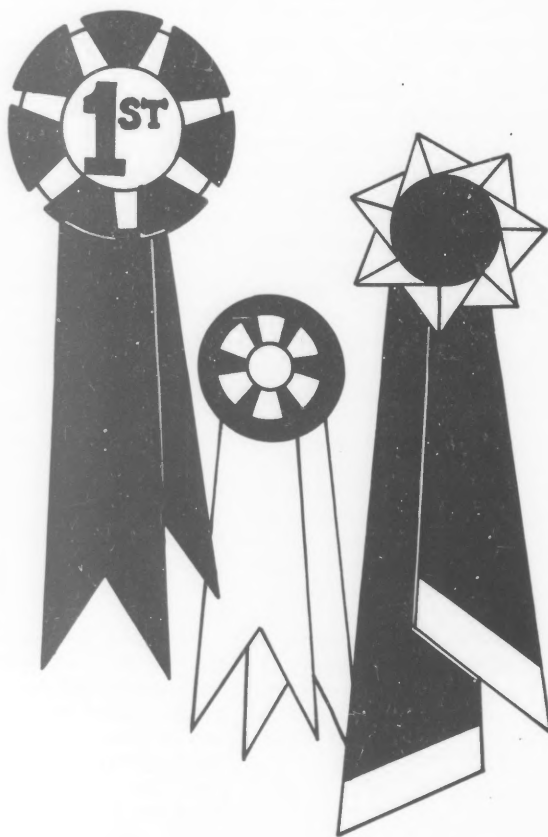
Does anybody get their money's worth?

Nine years' experience in the NACAA Public Information Awards Program indicates that they definitely do.

And “anybody” can be the Association, whose primary objective is professional improvement; the sponsor, in this case Amchem Products, Inc., of Ambler, Pennsylvania; and finally, all of the county agents who get involved.

The big winners are Extension clientele, who wind up getting clear messages they can understand and put to use without a lot of translating.

The awards program began in 1968 with 665 entries. Today the program includes seven classes: radio program, photo news story, colored slides, feature story, direct mail piece, newsletters, and personal column.



Participation reached more than 1,600 in both 1975 and 1976. The 9-year total is 12,044 entries—a lot of professional improvement.

Here's how three of the 1976 winners feel about the program:

"My weekly column in the *Tuscaloosa News* has been my most effective Extension tool," said James Cooper, Extension farm agent in Alabama. "I reach more people and get more questions and comments as a result of my column than from any other communications method."

Dennis Egge, Ward County agent in North Dakota: "I can honestly say this contest has made me a much better communicator. Since my work was evaluated in the program, I pay closer attention to the quality of material I present."

From Gene B. Vincent, Extension crop production specialist in Iowa: "Without a doubt this program has encouraged me to do a better job of communicating."

Awards of \$25 go to state winners in each category. Fifty-dollar awards go to first place winners in northcentral, northeast, southern, and western regions. National prizes are \$125 for first, \$75 for second, and \$50 for third place.

How do the winners spend the money? Every way imaginable—but mostly for professional improvement.

"... I am using the prize money to help defray expenses of a Masters degree," said Michael F. McKinney, Extension agent-youth, Goshen, Indiana.

"I will be using my award to purchase camera equipment so I can further improve my communications with the public," said Gerry Marby, Extension agent in Delta, Colorado.

Despite the money incentives offered by the program and its en-

dorsement by hundreds of county agents, participation ranges from absolute zero in some states to 100 percent in others.

Tennessee, leader in the program since 1973, was tops in 1976 with 126 entries. Illinois, which has the greatest participation since the program began in 1968, was near the top with 118. What was the secret of their success?

Thomas E. Fortune, Extension leader in Mountain City, Tennessee, said:

"In our state, the chairman of each district wrote letters, gave talks at meetings, telephoned, and talked personally with agents in his district. This contact and encouragement help increase participation."

Stuart Hawbaker of Decatur, Illinois, said:

"We communicate every day, in a variety of ways. We already do most of the things that are included in the contest.

"Organization is a key factor. In each region in the state, one county adviser serves on our statewide public information committee. These committee members promote entries in the contest. The committee also selects judges and coordinators for each contest category.

"We mail out the contest booklets in December or January. (The entry deadline is April 1.) Then along in March we send a reminder to all advisers. We also publicize the contest in a University newsletter plus our own in-house 'Adviser.'" Hawbaker concluded.

Sharing their best examples and ideas extends the program far beyond the agents who participate. An exhibit of national winners draws a big crowd at NACAA's annual meetings, and the spotlight is put on state winners at most state associa-

tion meetings.

"Each year the competition gets tougher and the quality is improving," said Russ Hibbard, delegate from Fitchville, Connecticut, to the 1976 annual meeting in Richmond, Virginia. "I look over each entry, with the idea of improving my own work."

There are other benefits. . . things like **PRIDE, CONFIDENCE, MOTIVATION:**

"The money will go quickly, but the pride will last a long time."—Harry D. Muller, Georgia.

"You may be interested that I have already received requests for reprints of the feature article, and our local paper will run a story on the award. I am already planning my entry for next year and I hope to see you again."—James N. Briggs, New York.

"The direct mail piece which I entered urged burley farmers to soil sample and use more lime. I am happy to report that we had more samples taken and more lime used than for any period in the past 11 years."—Wiley DuVall, North Carolina.

"I have participated in this program for 6 years. I feel I have grown considerably in my communications skills. The program has helped me become a better professional."—Allen E. Boger, Indiana.

Talk about pride, confidence, motivation. This one from Arlowe Hulett, Extension agent in Albany County, Wyoming, wraps it all up:

"I first entered 2 years ago and won zilch. This year I was state winner. I've got one ready for you next year that's hopefully going to go all the way. I can hardly wait! . . ."

What more could "anybody" want? □

Mapping roads to future careers

by
Wayne Brabender
Program Information Specialist
University of Wisconsin-Extension



Vicki Preuss reacts as she realizes that she has stacked up more blocks than she thought she could. This simple, but revealing exercise, proved to Vicki that she could surpass herself—one of the major themes of the career workshop.

Many girls and boys travel the career roads of their parents.

Sons become mechanics “just like dad,” daughters become homemakers “just like mom”—even though they may be better suited for other occupations.

“It’s more important that youth pursue their own personal quests and career interests,” said Howard Swonigan, University of Wisconsin-Extension youth development

specialist. “They need to be guided by their own realistic career choices.”

Swonigan is coordinating a statewide 4-H career education effort in Wisconsin by developing programs to help 4-H’ers learn more about “self” and the “world of work.” The effort includes workshops and preparation of pamphlets, handbooks on career planning, and guide materials for

parents and volunteer leaders.

Swonigan uses a unique “person-centered approach” in this career program by giving considerable emphasis to self development and self awareness as a pivot to career awareness. “First, young people must know themselves, their interests and needs, before they can ‘choose’ an occupation,” he said.

That’s the approach he used recently when 45 youth—some representing 4-H, some representing community action agencies—gathered in Eau Claire, Wis., for a weekend career education workshop.

To open the program, Swonigan used films and a simple block-building exercise to get participants to believe in themselves, to convince them that “the sky is not the limit.”



Next came exercises to clarify each one's values, skills and interests. There were also sessions on how to fill out a job application form, how to handle a job interview, how to solve problems and make decisions, and how to write resumé's.

Sprinkled throughout the 3-day workshop were sessions on how to communicate and be more comfortable with others, with the idea that you can learn a lot about yourself by relating to others.

Immediate reactions from the participants were extremely favorable. One said, "I'm going to look more deeply into what's right for me and not what's right for somebody else. . . . I'm going to expand my career plans more, find out about many careers, talk to people who are already in those fields and hear their

reactions."

Another said "I'm going to get into a job where I can be myself."

"I was beginning to wonder if I'd be able to face a job world or an interview," said another. "Now I know I can. Future career, here I come!"

Swonigan reports that this enthusiasm didn't die in Eau Claire. Immediately after the workshop, the 4-H participants helped plan and lead a second one near Westboro, Wis., for 68 youth called "Exploring Your Outer Limits." Now these young people are setting up career education programs throughout an 11-county area in western Wisconsin.

"UW-Extension expects that several hundred youth and adults in western Wisconsin will directly benefit from the original 18 4-H'ers

who took part in the Eau Claire workshop," said Swonigan.

Word has spread to other parts of the state, and career-education workshops are springing up in southeast and southwest Wisconsin, creating a big demand from Extension agents for the career publications.

The agents also see career education as a partial answer to the dropout problem among older 4-H'ers, those who sometimes find 4-H "irrelevant." Young people today raise two serious questions: "Will you teach us how to live?" and "Will you teach us how to make a living?" says Swonigan. "Career education in 4-H helps them deal with these questions, so it's very relevant to older 4-H'ers."

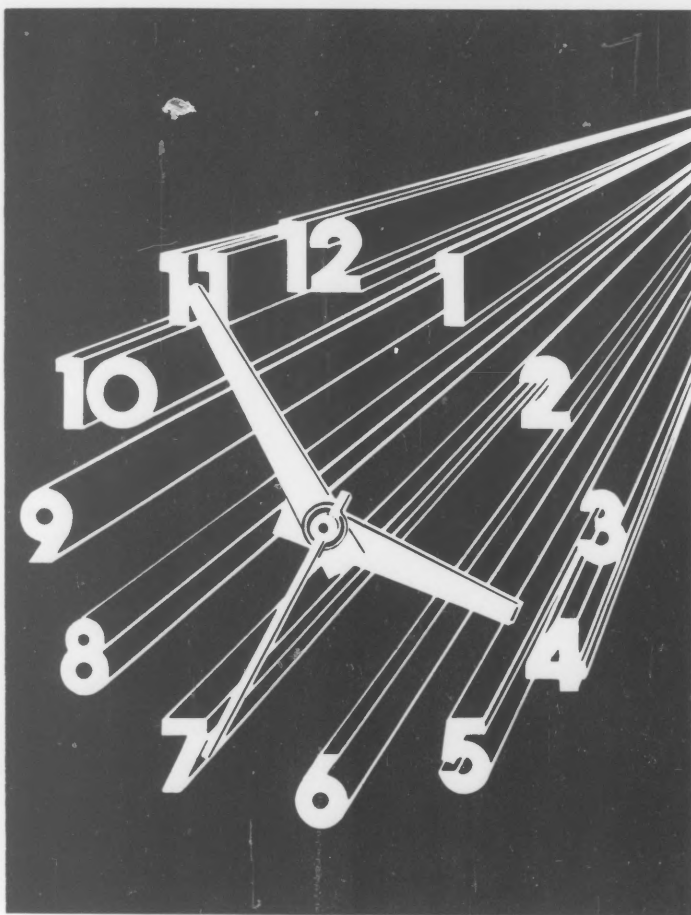
"People get wrapped up in careers or jobs they hate, simply because they never gave it any real thought. Many youth simply think in terms of money-making. Making money is indeed necessary, but it's not the only important thing," said Swonigan. "How can you contribute anything, how can you feel good about yourself if you hate what you're doing?" he asks.

But isn't career education the prime responsibility of parents and high school counselors?

"Our career programs, including the workshops, are not meant to supplant the responsibilities of parents, schools, and the community," insists Swonigan, "only to supplement them." In fact, he says, all three have played an important part in workshops to date. "The youth divisions of local community action agencies have been especially valuable in planning and carrying them out."

There are 17 community action agencies in Wisconsin, operating in more than 50 of the state's 72 counties. Their goals are to mobilize the human resources of each community in seeking local solutions to the problems of poverty.

"In the Extension tradition, we rely on community resources," Swonigan adds. "So the programs belong not only to 4-H, but also to the entire community." □



Time—use it or lose it

by
Diane Grayden
Extension Information Specialist
University of Minnesota

No matter what you do with your time, you can't save it.

"You either use time or you lose it," says John S. Hoyt, Jr., a University of Minnesota professor, who offers seminars in time management for university and Extension members as well as outside groups.

Hoyt is also program director for the computer information systems unit of the Agricultural Extension Service. At a recent seminar, Hoyt said he wasn't going to tell anyone "how to be more efficient so that you can do more work."

The reason time management is important, Hoyt said, is because people need to find time to do the things they want to do.

"How much work a person does is never a measure of how effectively that person is using time," said Hoyt. "It is not necessarily true that the people who are the most active get the most done."

Throughout the 6-hour seminar, Hoyt sprinkled in suggestions on everything from showing consideration for fellow workers—"Everybody is busier than you are, from their point of view"—to developing a filing system that works—"A file is not a place to put things; a file is a place to find things".

Although he drew many examples from his own experiences, Hoyt told the seminar participants that they should not try to adopt all the procedures that have worked for him. "The key is to adapt them to your own needs," he said—and to take them one at a time. "We're talking about changing habits, and that's tough to do. Take one idea at a time and stick to it. Make a commitment to yourself, starting this week, to do at least one thing differently."

Some other tips from Hoyt:

When faced with a distasteful task, do it now. When faced with a difficult task, put it off.

Staff members should come to their bosses with solutions, not

problems.

Mail should never be in an inbox for more than 2 or 3 minutes.

Whenever possible, correspondence should be answered by writing a note on the original letter.

Managers should answer their own phones and make their own outgoing calls.

Everyone's door should be closed some of the time.

Every meeting should have a written agenda.

Meetings should start on time.

Personal and family commitments should be written on your calendar.

Hoyt describes a distasteful job as "anything you don't want to do." Making a phone call to discuss an awkward situation might be an example. "Do it now" is Hoyt's rule. "You'll feel a lot better."

With a difficult job, on the other hand, Hoyt's advice is to "do it later." The job is probably too big to be tackled right away. Give yourself some time to think about it. Make notes, draw up an outline, establish a work folder. Do the job in pieces and find ways to delegate some of those pieces. Set a schedule to be sure you meet the deadline.

Staff members shouldn't send memos to their bosses simply describing problems, Hoyt said. A recommended course of action should always be outlined. The proposed solution may not be accepted, but time is spent more productively when a boss can react to a specific proposal.

If you are in your office when mail is put in your in-box, Hoyt said, you should look at it within a few minutes. Half of it can be thrown away and some of it filed. The rest should be sorted into slots. Hoyt uses four designations: prepare reply, awaiting reply, hold for meeting, and reference.

Answering correspondence by writing a note on the original letter is becoming more and more accepted, Hoyt said, and makes sense when it costs about \$10 to write a letter (counting dictating time, transcribing time and typing time). "If I need

a copy," he said, "I make a photocopy."

"There are times," Hoyt said, "when you shouldn't take any calls or allow any interruptions. Effective managers agree on the need for planned unavailability. Use your support staff as a buffer, find a hideaway, or simply stay home for a few hours of concentrated work."

Hoyt has several tips on how to use time productively at meetings. One is that a written agenda should be sent out before every meeting, with background materials attached. "If you don't have anything to write on the agenda, cancel the meeting."

Meetings should start on time, he said. If some people aren't there, start without them. If nobody is there cancel the meeting. "You have to do it only once."

Every meeting should have a scheduled adjournment time, Hoyt added. An hour and a half is a reasonable maximum and 2 hours is "almost the outside limit for a productive meeting."

Whatever mechanism is used for keeping track of commitments, Hoyt's advice is to record personal and family commitments as well as professional ones.

"Scheduling these commitments gives you a ready answer when someone asks you to make a conflicting commitment. You can pull out your calendar and say, 'No, I have a commitment.' You don't have to say the commitment is to your family or yourself," he added.

Does the system Hoyt uses in the time management sessions work for others? He has spent many of his "not-to-be-wasted" hours evaluating the program. He sent a questionnaire to participants 3 months to 2 years after they had attended the seminar. One significant finding is that 82 to 97 percent of the people attending any given seminar said that they would recommend that others in their organization also attend.

Hoyt began his seminars in mid-1973. By the end of 1976, approximately 4,000 people will have benefitted from the time management techniques. □

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people and programs in review

County agents look ahead

Looking to the future—their own and that of Extension—county agents in record numbers attended the three association meetings in the fall.

Extension sociologist honored

The National Council on Family Relations (NCFR), an organization of 11,000 teachers, researchers, and counselors in the field of family relations, has given its top award for the first time to an Extension sociologist, F. Ivan Nye of Washington State University (WSU). Nye, who joined the WSU Extension staff in 1974, is primarily interested in the field of family living research, with concentration in the area of school-age parenthood.

Going that extra step

The Extension office in Fayette County, Pennsylvania, goes that extra step in helping farm families who are victims of fire.

When fire struck at the Harpers' farm, the family immediately contacted Extension for assistance. While secretaries Mildred Danka and Leona McCracken called the local radio station and the 4-H beef club (the Harpers are adult leaders), County Agent Bill Gallagher and summer assistant Myers headed for the farm, to assist in rounding up steers, and replacing the herd in a pasture away from the fire. Within a few hours, a crew of more than 50 4-H'ers and their parents had repaired 1,200 feet of fence. County 4-H Council President Susan Bierbower and others then brought hay and straw to the Harpers, who lost their barn in the fire.

The county Extension staff has assisted four other families in the area during similar tragedies.

Hyatt receives Ruby award

George Hyatt, Jr., Associate Dean and Director, North Carolina Cooperative Extension Service, received Epsilon Sigma Phi's 1976 Distinguished Service Ruby Award at the National 4-H Center in Washington, D. C. in November. Ron Brady, Colorado State University, president of the honorary fraternity for employees of the Extension Service, presented the award at the annual banquet attended by more than 225 members.

NACAA

At the 61st annual meeting of the National Association of County Agricultural Agents (NACAA) in Richmond, Virginia, more than 2,500 persons explored the theme—*Agriculture Leading the Way to a Better Tomorrow*.

New officers for 1977 are: President—Robert L. Jones, Maryland; President-Elect—Ed Koester, Idaho; Vice-President—Donald Juchartz, Michigan; Secretary—John Wells, Ohio; Treasurer—Laxton Malcolm, Oklahoma. Regional directors are: Daniel Merrick, North Central; Robert Miller, Northeastern; John Pursel, Western; Rowe McNeely and Charles Gully, Southern.

NAEHE

Putting the accent on *Insight-Action-Impact*, more than 1,500 persons attended the 42nd National Association of Extension Home Economists (NAEHE) meeting in Portland, Oregon.

New officers are: President—Virginia Zirkle, Ohio; President-Elect Pat Jarboe, Missouri; Vice-Presidents—Mary Heisler, Wisconsin; Jacquelyn Anderson, Colorado; and Kay Hastings, Pennsylvania; Secretary—Mary Meek, West Virginia; and Editor—Barbara Schock, Illinois.

NAE4-HA

In Grossinger, New York, more than 1,000 youth workers improved their professionalism as they focused on 4-H '76—*Spirit of Tomorrow* at the 30th annual meeting of the National Association of Extension 4-H Agents (NAE4-HA).

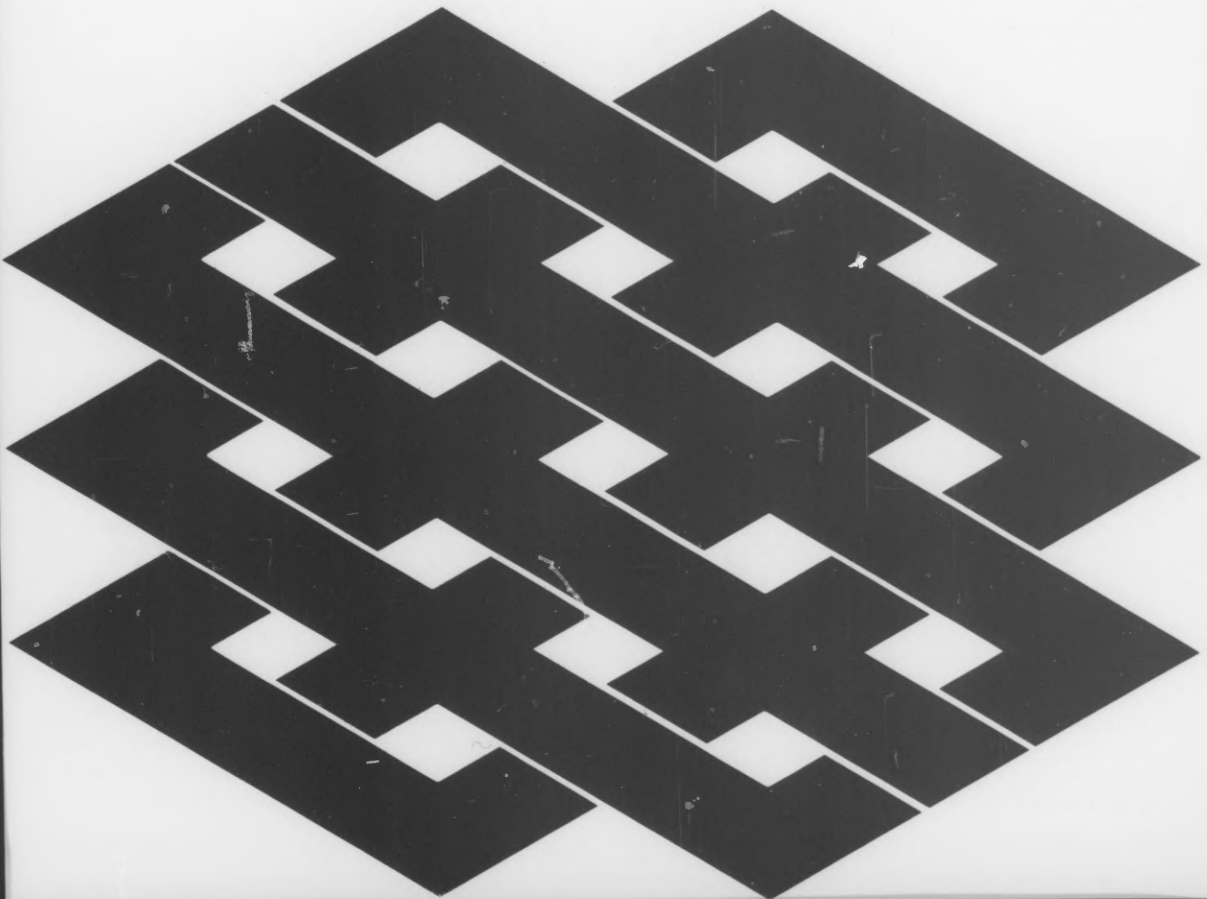
New officers are: President—Wayne C. Schroeder, Wisconsin; President-Elect—J. Roland Flory, North Carolina; Vice President—Jerald L. Rose, Kentucky; Secretary—Ray Wagner, North Dakota; and Treasurer—Glenn O. MacMillen, New York. Regional directors are: Darlyn P. Fink and Gerald Gast, North Central; Glenn D. Chaplin and Charles H. Darby, Northeastern; Marlo Meakins and Frances Romanoski, Western; and Charlie A. Elliott and Joe W. Chapman, Southern.

**EXTENSION
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Extension Partners



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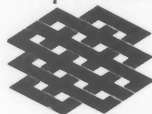
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Extension Partners

Extension partners can be found in every county across the nation. They are the countless public and private agencies—big and small—that team up with the Cooperative Extension Service to get the job done.

On the Hopi Reservation in Arizona . . . at a public school classroom in Michigan . . . in a Massachusetts hospital . . . on a dairy farm in Tennessee, people are benefiting from Extension cooperating with other agencies. This issue of the *Review* features articles on these programs and several other Extension "partnerships". Needless to say, Extension's major efforts must continue to be developing and conducting their own programs. —Patricia Loudon



An Edgewater elementary student used her "tasting" sense on vegetation as volunteer Fred Sena shared his wildlife findings.

A camp for all ages

by
Marcia K. Simmons
Extension Agent—
Communications,
Jefferson County, Colorado

Two agencies working together are better than one. Three or more working together is better still.

At least, that's what organizers and participants in the "Mountain Explo" program in Jefferson County, Colorado, think. The 1-day mountain camp, first attended by 120 area children in 1975, was organized cooperatively by the Extension Service 4-H youth program and the county's Retired Senior Volunteer Program (RSVP). In 1976, the Jefferson County public schools entered the scene and enrollment climbed to 500.

This interagency cooperation is a key to the program's success. RSVP seniors join 4-H and Red Cross teen volunteers in leading younger children on 1-day summer camps where they develop an awareness of, and respect for, their environment.

"Mountain Explo, the camp with a purpose, was developed as an educational experience," said Ivan Archer, Extension agent for 4-H and youth, "rather than a camp just offering recreational activities."

"Recognizing a need for something different to offer 7- to 11-year olds we developed Mountain Explo 2 years ago, said Joan Kurtz, 4-H agent and Mountain Explo coordinator. "RSVP and 4-H offered the excursion that first year to any interested grade school children after we set a goal of reaching 40 youth," Kurtz added. "But phone calls just kept coming in from children and their parents until we finally had to cut the enrollment off at 119."

For \$4.50, each child spent a full day with senior citizens in the mountain program. After receiving on-site training from Golden Gate



Volunteer Frank Martson guides children during their blind trail walk—one of several day's activities designed to make program participants aware of their senses.

State Park rangers, the RSVP volunteers shared their special knowledge—whether it be rocks or wildflowers—with the children. Exercises that encourage the children to fully experience nature with all of their senses were part of the program throughout the day.

"During the mountain excursion, RSVP volunteers try to make learning fun," said Fred Sena, RSVP volunteer coordinator. "It's the children's day and we do our

best to make sure they enjoy it." Their "best" includes gimmicks, games, snacks, tours, crafts, and—most important of all—lots of attention and care.

"Some of these kids really need attention from adults who are interested in them," RSVP volunteer Hal Moore stressed. A pat on the head or a held hand can do so much for kids that don't have much of a home."

While the children develop a

closeness with the older persons, they also become more aware of nature through blind trail walks and other sensory activities. "We don't always tell them immediately what something is," RSVP Volunteer Frank Martson said. "Instead, we make a game of it and ask, 'Does it feel like something you know?' 'Taste it.' 'Smell it.' They remember things better this way. When I want to teach the children something they will



RSVP coordinator Fred Sena takes a rest with two group members. The children looked for signs of wildlife in streams and the surrounding mountain area.

remember," Martson continued, "I find a gimmick."

His nature study gimmicks range from using layered strawberry, chocolate and vanilla cookies for a comparison of layers within soil, to the use of common names—paintbrush, Old Man Moses, rabbit ears, and steamwind—to teach children the names of flowers.

"The same sort of gimmicks could be used in any part of the country with children," Martson said. "If I were in the East, I'd use hard maple trees and serve them syrup. If I were in the Plains, I'd find a gimmick there. Mountain Explo is adaptable to any place in the country where there're people to volunteer to help. You don't need materials to study since nature's already there."

As for finding volunteers, "Mountain Explo fits right into the RSVP program since it enables volunteers to do something very worthwhile for the community," Pat McGowen, RSVP staff member, said. "Our people here are excited about it. They love getting up into the mountains, and they have to love kids—to be able to spend 2 long days a week with them for 8 weeks. If they didn't enjoy it, we wouldn't have some of the same volunteers coming back again and again."

The RSVP volunteers encouraged the 4-H staff to expand Mountain Explo to include disadvantaged youth the second year. Kurtz and 4-H Aide Kathryn Milne visited with school principals about program possibilities and

were directed to the school system's Title I program for children with reading difficulties. Although these children are not necessarily disadvantaged, it was very clear to all agencies that they could coordinate their summer school projects with the field trips."

"In our 'keep-up' reading program for children," Norby Reduenzel, Title I coordinator, said, "Mountain Explo is the perfect direct experience approach." Participation of the Title I children assured an enrollment of 500 for the second year. With the schools providing transportation, the cost dropped to 75 cents a day for each child to pay for an end-of-the-day picnic at a local park. The wildlife division of the department of education provided free study materials before the field trip. Vocabulary lessons related directly to the environment. After Mountain Explo, the children wrote poems and stories about their experiences.

"Anytime we cooperate with Extension," said McGowen of RSVP, "everything falls into place and is very organized. We also hope for additional program coordination with the schools."

In analyzing Mountain Explo, Extension Agent Joan Kurtz' commendations for RSVP and the schools are very similar. "Any one of our agencies could have gotten the program together by themselves. Instead, we pooled our resources and, in the end, we had a much better program than if we had worked alone." □

"More than bricks and mortar"

by
John Stitzlein
Area Extension Agent
Community Resource Development
Ohio Cooperative Extension Service



Let there be industry



... housing

Let there be . . . industry . . . housing . . . sewers . . . farmers markets. Let there be . . . community effort.

Without the community effort, the other four segments of the I-70/77 project in southeastern Ohio would have never developed.

Launched in the spring of 1971, the I-70/77 project covered a two-county area centering around the intersection of Interstate Highways 70 and 77. With a goal of improving the social and economic well-being of people, the project is one of five Extension Service-USDA sponsored efforts. The other projects are in Arkansas, Oregon, South Carolina and Wisconsin.



An Extension agent in community resource development provided leadership for the project. Other organizations and agencies, particularly the Soil Conservation Service (SCS) and the Farmers Home Administration (FmHA), devoted both personnel and time to developing the region.

Voluntary leadership for the pilot project steering committee came from 20 people in Guernsey and Noble counties, who were identified through a survey.

Giving direction to the pilot effort, they helped to set goals, identify areas of need, and select priority projects. Along with other interested citizens, steering committee members organized sub-

committees to investigate each of the priority projects and recommend a course of action to be taken.

New Industry

Working together to reduce outmigration from the two-county area and improve its economic situation, the industrial development subcommittee made a 76-acre industrial park its first priority. The committee arranged to secure sewer and water service agreements from the city and county, topographic and site information for the developer, development cost estimates, and other information.

Land for the park was purchased, and Phase I of the I-70/77 Industrial Park has been completed. A distributor of diesel engine parts, one of the first occupants of the park, now employs 60 people to build and remanufacture parts. That number is expected to grow to 200 in 2 years, with the possibility that the headquarters of the corporation will relocate in the community.

The industrial park is one of the more successful ventures of the I-70/77 pilot project committee. Other projects included housing, sanitary waste (sewage) disposal, and agricultural marketing.

Better Housing

The housing subcommittee collected information needed to form a non-profit housing corporation—G-N Homestead's Company, Inc. It became the legal vehicle for developing home sites for low and moderate income housing.

Beech Meadows was G-N Homestead's first project. This 41-acre subdivision near the city of Cambridge featured central sewer and water facilities, paved streets, underground utilities, and common recreation areas. An interest-free loan from the Ohio Housing and Development Board financed a model home on one of the project's 92 lots.

Beech Meadows, offering home loans financed by FmHA, com-

pleted construction late in 1974. Other lot sales and housing starts were unexpectedly slow during 1975 and the first half of 1976. High material and building costs, high interest rates, restrictive lending regulations, and weak national and local economies, were contributing factors.

By mid-1976, the market began picking up again. Eight homes were completed, one additional home was being built, and four additional lots had been sold or optioned. Improved economic conditions locally, and relaxation of some lending restrictions were the basis for this increased optimism in the housing market.

Improved Sewage Facilities

Byesville, a small town in the I-70/77 area, faced two problems—a major health threat to its more than 2,100 residents and an Environmental Protection Agency (EPA) building ban.

The community's outdated and poorly maintained disposal facility was discharging unsuitable effluent and, in some instances, raw sewage. Downstream, Cambridge and other communities drew their water from the offending body of water. The sanitary waste disposal subcommittee took immediate action.

Communications between Byesville and EPA officials had broken down completely. The subcommittee, with assistance from Extension, acquainted Byesville officials with necessary steps for correcting the situation. They also assisted EPA personnel in becoming more familiar with conditions in Byesville. Relationships improved considerably.

Byesville made some minor corrections in the disposal system and its operation, and the building ban was lifted. Major improvements in the system followed and more are likely.

Next, the subcommittee investigated the feasibility of creating a regional sewer authority. The stage was set when the city of Cambridge and Guernsey County



... farmers markets.

cooperated to provide city sewer services to the new industrial park. EPA grouped Cambridge, Byesville, Pleasant City and adjacent sections of Guernsey County together as a "facilities planning area." The authority was created and planning and preliminary engineering studies soon followed. A \$55,800 EPA grant in the spring of 1976 helped cover engineering costs.

Farmers Market

Farmers and gardeners in the I-70/77 area had long needed a market for locally grown produce and other perishable products. After many meetings with fruit and vegetable growers and visits to different farmers markets, the agricultural marketing subcommittee decided to establish such a market. In June 1972, the I-70/77 Farmers Market was incorporated as a non-profit organization to

direct and manage market operations.

The market opened with an unexpectedly large crowd of eager buyers. They quickly bought nearly all the fruits, vegetables, bread and other baked goods, eggs, and cheese, and many of the home-crafted items. After several weeks, some of the novelty wore off and the supply and demand of products began to come into balance.

The subcommittee estimated sales in 1975 at this Thursday afternoon and evening market at \$2,500 to \$3,000 per day. By mid-1976, gross receipts were averaging about \$3,500 per day.

The market is open during the summer and early fall months at the Guernsey County Fairgrounds. People sell from individual stalls, cars and trucks, and also by auction. The market has

attracted attention. Noble and four other southeast Ohio counties now have similar markets and several other Ohio communities have, or are in the process of, organizing such markets.

Other Community Efforts

Other efforts of the I-70/77 pilot project include improved use of idle land, areawide zoning, a comprehensive soil survey, expansion of a fish hatchery, feeder calf promotion, improvement of large-animal veterinarian services, coal gasification, studies and improvements in water distribution systems, and solid waste collection.

Together, the committee members, Extension, and many others have learned that measurable "community development" requires a lot of hard work and dedication, takes a long time to achieve, and is more than "bricks and mortar" alone. □



Serve It Safely

by
Charles E. Eshbach
Marketing Specialist
Cooperative Extension Service
University of Massachusetts

Food handling and food service sanitation were recurring problems for schools for the mentally retarded in Massachusetts.

A partnership between the Cooperative Extension Service, three university departments, and the state department of mental health, has helped improve food handling and service conditions in six of these schools.

To bring the schools up to the federally required levels, the consulting firm to the department of mental health recommended that personnel attend an Extension food service education program. To date Extension has conducted a series of 108 2-hour meetings with 600 food handlers in the six schools. This upgrading of service has saved the state from losing millions of dollars in federal funding.

Bacterial food poisoning, personal hygiene and health, dishwashing and cleaning, food handling, and nutrition were among the subjects covered by a team of seven specialists at the University of Massachusetts.

Charles E. Eshbach, specialist conducting the Extension food service industry program, headed the team. Eshbach also coordinates staff development and training at the Massachusetts Cooperative Extension Service.

Others on the team included Jane F. McCullough and Frank P. Lattuca of the department of hotel, restaurant and travel administration; Kirby M. Hayes, Carrie R. Johnson, and David A. Evans of the department of food science and nutrition; and Karol S. Wisnieski of the department of public health.

Extension developed a two-phase educational program. The first phase was a 2-day meeting of state school management and supervisory people whose duties include food service responsibilities. Meeting at the university, Extension presented to these managers a condensed version of the nine 2-hour meetings developed for the food handlers.

Exploring problems that ranged over the entire food service system, some 600 employees next attended the nine Extension meetings. Their training combined research results, new techniques developed in the industry, and an emphasis on the basics.

A wide range of people attended the sessions—from those who could not read or write to those with master's degrees from universities. Another problem—some employees at the state schools spoke very little English, and needed translations to their native languages. The training staff developed special sessions to supplement Extension's educational program for these people.

In spite of a strike of Massachusetts state employees, the tight schedule for the six-school, twice-a-week meetings was completed.

Extension is now assisting in a continuing program with the state schools to provide in-service training to new food service employees and offer refresher courses for others. Extension is also contributing to the development of a model satellite food service operation to be utilized for educational purposes.

The partnership of Extension and other agencies in Massachusetts is now stronger than ever. □



Imagine leaving everyone you love and everything you've known for a life among strangers. That's what 150,000 Vietnamese did when they left their war-torn homeland to begin life again in the United States.

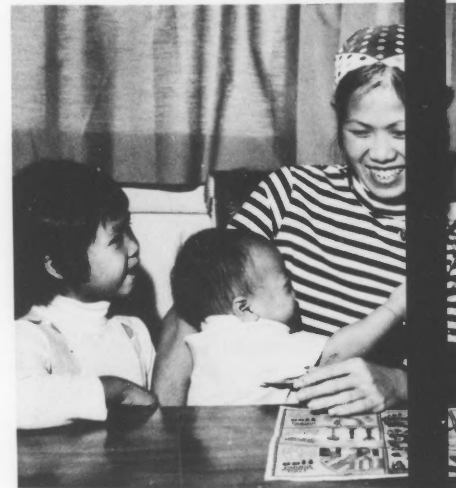
Fifty-three of these refugee families found American sponsors in Las Vegas—an area far different from their tropical nonindustrial birthplace. Most could not speak English. Others spoke it with varying degrees of fluency. You needed only the briefest contact with these displaced people to realize that they would need a great deal of help in adjusting to their new environment. That unique kind of help was available from the Extension Service.

Our community resource development agent, Mike Mooney, belonged to a church sponsoring refugee families. Knowing these families wanted to adapt quickly to their new environment, Mike asked the home economics staff for assistance. Some had never

Vietnam to Vegas . . .

Extension bridges a cultural gap

by
Jean Gray
Extension Home Economist,
Clark County
Cooperative Extension Service
University of Nevada



Newspapers are a good source of consumer information.

seen or even heard of a refrigerator, a washing machine or an electric range. Most had never used a telephone. Through Mike's contacts, we located a young Vietnamese woman who volunteered to translate for a series of group meetings for the refugees.

Thuy Ha (T-wee Ha), our volunteer, translated the handouts and posters needed with a rapidity that astounded us!

The first four lessons covered buying and using locally available foods. By purchasing the imported foods familiar to them, most families were spending more than they could afford. Although we understood they would always prefer the foods that they had grown up eating, we wanted to acquaint the Vietnamese with using and tasting American foods.

The women learned how to select the best buys in canned goods, to prepare fresh foods, and to use and store frozen foods. They also requested a lesson on breadmaking.

"How to cook an American-style pot roast with vegetables" was the most popular lesson. We displayed a large beef chart and showed them where the various cuts come from. Each woman received a pot roast recipe and a short glossary of cooking terms—such as braise, roast, broil, etc. At each session, participants taste-sampled the foods discussed.

After this introductory series, other needs of the families became glaringly apparent. Most lacked general information about American culture, customs, and daily living patterns. Orientation programs at the various U.S. Army bases while they were waiting for placement were overcrowded, poorly publicized, and lacking in funds for materials. Many sponsoring families were not equipped for the tremendous job of teaching their Vietnamese friends about the United States.

Thuy Ha, our willing volunteer, like most Vietnamese women, needed to find a job to help her family. Fortunately, Comprehensive Employment Training Act (CETA) funding became available to employ one full-time paraprofessional to help the refugees. Thuy Ha was the most qualified applicant.

For her first assignment, she developed a mailing list of all 53 Vietnamese families. Together, we began a bilingual monthly newsletter covering a variety of subjects. Thuy Ha advised me about what information the families needed most. After I wrote the English version, she translated and typed it in Vietnamese. The newsletter was then mailed to each Vietnamese family and their

American sponsor.

Thuy Ha and I organized other programs to acquaint the families with various agencies and institutions. One concerned banks and banking, another, how to obtain a driver's license from the department of motor vehicles. We set up a special "ladies only" meeting with educators from the health department. Various methods of birth control, the availability of well-baby clinics, and the importance of self-examination to detect breast cancer were all discussed at this meeting.

The Vietnamese attended the programs, eagerly read our newsletter, and requested even more information about their new community. An informal survey conducted among the American sponsors indicated that real learning had taken place.

One sponsor was surprised when her Vietnamese friend selected the best buy in canned peaches by carefully checking price and weight. Before receiving tips from the Extension Service, she had filled her basket with whatever looked pretty and was dismayed when the checker announced the total bill.

Many people attending the meeting with the department of motor vehicles took their written examination almost immediately—about 80 percent passed the test. Thuy Ha kept in constant contact with all the families, discovering their needs, helping them find answers to their many questions, and guiding them to appropriate agencies.

When Thuy Ha and her family left us in May 1976, our other Vietnamese families were well on their way to becoming Americans. □



Kid corporations market cereal

by
Linda Christensen
Extension Marketing Editor
Cooperative Extension Service
Michigan State University

"Aeyyy! If you don't try *Fonzie Flakes*, the Fonz won't be happy, and you'll be a real nerd. Get my drift?" was the innovative slogan of one student's cereal corporation. But *Fonzie Flakes* made very little profit. Said one 5th grade corporate member: "We made some mistakes in transportation and in how much we spent on advertising."

Ask a fifth grader what the cost of advertising has to do with the price of a box of granola?

Or why one brand of granola contains more raisins and nuts than another? Or whether it's likely those raisins were shipped to the cereal maker in Battle Creek by train, boat, truck or plane?

Fifth and sixth graders from one Michigan school could pipe right up with the answers. Their answers might not be very sophisticated or complex, but no doubt they'd be on the right track.

About 120 students at Pinewood School in Jenison, Michigan, participated in the field testing of a food marketing teaching project. Extension District Marketing Agent Norm Brown, Ottawa 4-H Youth Agent Bill Boss, and Linda Ash, a temporary employee of the Comprehensive Employment

Training Act (CETA) program in Ottawa County, designed the project.

A marketing game was the highlight of the project. Here are the rules: with an initial \$5,000, establish a partnership, corporation or cooperative; or set up a business on your own. Create a cereal from oats, raisins, nuts, dried apples, honey; base your choices on current commodity prices. Manufacture 1,000 packages and market them wholesale in Chicago. Decide whether to ship by truck, train, boat or plane. Figure how much to spend for advertising and what price to charge for the product.

Not many of the students "made a killing" with their investments. Their products ranged from *Fonzie Flakes* to *Nature's Sweet Treats*, *Panda Flakes*, and *Crunchie Crud*. Their profits ranged from \$14 to \$550. Some went bankrupt. But they learned a lot about food marketing.

The Extension trio provided the teacher with a script and slide series to supplement the game.

Why teach fifth graders about food marketing?

"If we want consumers and voters to make wise decisions in the supermarket and debate food and farm-related issues intelligently, we need to teach them how the food system works while they're young and enthusiastic," Brown contends.

"The beauty of this program is that it fits right into Michigan elementary schools' needs," says Regional Supervisor Irene Ott. "Learning about marketing is one of the proposed goals des-

cribed in the state Board of Education's social studies curriculum for upper elementary students. And of course we don't have to limit it to school use. It would be an ideal project for 4-H'ers and other youth groups."

"Unlike the traditional 4-H project, this effort brings together the marketing, agriculture, family living and 4-H program areas—it's an educational team effort to reach all youth," Boss adds.

Since the original field testing in Jenison, five teachers in the Coopersville schools, near Grand Rapids, have tried the marketing project, and their response was very enthusiastic.

"The kids came into this course with almost no knowledge about food marketing," says one Coopersville teacher. "I asked them a few questions about marketing the first day, and I got 26 zeroes. Once they got involved in the project, they went bananas!"

In his classroom, some students who couldn't add unlike fractions, such as $\frac{2}{3}$ and $\frac{1}{2}$, asked him for help. His reply:

"I'll be glad to help, but it will cost your company a penny a box for you to hire me as your accounting firm."

The upshot of this situation was that a mathematics-oriented student offered to act as an accountant, at a lower rate than the teacher's.

Another student became a "commercial artist," designing packages for other students' products. Another brought a pocket calculator from home, to offer as "computer rental." □





Expanding environmental education

by
Otis F. Curtis
Extension Agent,
Windham County
Cooperative Extension Service
University of Connecticut

"In all my 24 years of teaching I have never taken any children on a more worthwhile endeavor than this trip."

—A third-grade teacher

Components of the machine are present in nearly every county in the United States. All that's needed is a good mechanic to put the parts together.

The "machine" in operation in Windham County, Connecticut, is an environmental education program sponsored by Extension. In its second year, the program has reached 3,500 school children from nursery to 10th grade with day-long field trips, and made countless indirect contacts through teacher training and curriculum development activities.

Begun entirely with resources available in most counties, the model bears scrutiny by other state Extension Services, schools, colleges, and camp personnel everywhere. Not necessarily limited to environmental education, the model can be applied to public health, planning, sociology, and many other disciplines.

Windham County just a few years ago had many community agencies and persons, who often knew little of one another and their various roles, needs, and potential contributions. These included: the county Extension Service, teachers' college, the 4-H camp, area schools, various natural resource agencies, and volunteer agencies.

The ball began rolling in Windham County when the 4-H Foundation, owner of the 4-H camp, decided to expand its educational offerings into the non-summer seasons. A part-time instructor was hired to lead interested groups on field trips at the camp for a small fee. Through its traditional association with the 4-H camp, Extension assisted with publicity, training, liaison with schools, and some teaching. High school students doing independent study projects, and volunteers became involved during this first year.

Early experience showed that schools were by far the primary users of the program, that small group size was extremely important, and that volunteers and area high schools could not provide the sustained support needed to operate the program. Exploratory discussions with Eastern Connecticut State College revealed that the faculty of the education department were very eager to see their students trained and experienced in environmental education.

Choosing not to simply offer teachers a list of topics from which to select, program personnel conferred with teachers prior to each field trip. They then developed plans for field trips integrating subjects the children were already studying. Topics

ranged far beyond the "science" label usually applied to environmental programs. Math, reading, art and social studies were also important.

During the program's second year, the college required all students majoring in elementary education to participate in the 4-H camp's outdoor education program for one week. To meet the additional responsibilities of student teacher supervision and curriculum planning, the camp hired a full-time director for the environmental program.

Each week began with an all-day Monday training session for that week's student teachers. During the rest of the week, two or three classes of school children attended the camp. The children learned in small groups of six to eight. Alternating outdoor exploration with indoor discussion and interpretation, the program operated rain or shine.

Early in the fall, all the student teachers attended training and orientation day at the camp. Personnel from the Soil Conservation Service (SCS); state forestry, wildlife, and enforcement agencies; and area schools and colleges served as instructors at orientation day.

Several students registered with their college for independent study and served in the program as full-time or part-time staff for the entire spring semester, which began in March. As the merits of the program were publicized, new support began to appear.

The Extension Service and 4-H Foundation supplemented staff contributions with additional funds for educational materials. The Nature Conservancy offered use of its 380-acre Dennis Farm Preserve. The Soil and Water Conservation District and the state library loaned books and other materials. Students from other area colleges spent their spring vacations as instructors. The local Community Action Program allocated personnel; area residents volunteered their time; and parent-teacher and other groups raised funds to support the program. A federal grant has been awarded the program to infuse environmental concepts into area school curriculums.

The many immediate effects of the environmental education program may be less important than its long-range impact. As trained teachers conduct lessons throughout their careers, their learning of skills and attitude will be multiplied countless times over in the children they teach. □

"There is no better way to learn an area than to ride its boundaries. After riding every range unit, we know the range conditions."

This is one way that Rob Grumbles, Arizona agricultural Extension agent for the Hopi Reservation, described his recent 100-day livestock tally and roundup on the 630,000 acres he calls his office.

"The purpose of the roundup was far more than just to count livestock," Rob quickly points out. "We needed hard facts to answer questions Hopis have about range improvement. We discovered a tremendous opportunity for an educational program, too. As each group of animals was brought into our portable corrals, the owner was on hand. We sprayed the livestock and gave other necessary doctoring—each time

Tally Time on Hopi

by
Robert G. Racicot
County Extension Director
Navajo County, Arizona

discussing herd improvement with the producer. This included what to cull, the need for recordkeeping, nutrition, and individual animal problems. At the same time, we asked each owner for his or her inputs into the total range improvement program we were undertaking."

It was no secret that calving and lambing percentages were low—45 to 50 percent for cattle

and 50 to 80 percent for sheep. But, why? The roundup showed a ratio of bulls to cows of 1 to 50 rather than a desirable 1 to 20. There was a serious phosphorus deficiency in some areas. Many of the producers were not carrying out feed supplementation and proper salting methods. In many instances, they were not taking adequate measures for parasite control.



In estimating animal units on the range, experts found they were 16 percent short as seen by the actual count. And, in reviewing the range as compared to the actual count, the present animal units were overstocked 184 percent. Range officials believed the recent high increases in cattle numbers over sheep were what changed original "guesstimates" to such a degree. Also, previous counts were made by mail inquiry. This method was inaccurate because of lack of response from growers. Also some stockmen did not know the actual livestock numbers they were running.

Grumbles believes the outside emphasis on the beef industry has caused this change in livestock type from sheep to cattle. More owners now hold off-ranch jobs than ever before, and the people now live in village units rather than out on the range as they did in the past.

When Rob arrived on Hopi in 1974, he found it to be a high desert plateau of pinyon-juniper type with an elevation of 5,900 to 6,500 feet. That year the Hopi Tribal Council passed a resolution to update a new and workable range management plan for the reservation. The last one was written in 1945.

Marvin Jones, land operations officer for the Bureau of Indian Affairs (BIA), asked Extension to make range improvement the top priority of the new agricultural agent. Consulting agencies were contacted, but funds to hire and contract for specialized plans of this type were not available to the Hopi. Tribal Chairman Abbott Sekaquaptewa and Grumbles traveled to Washington, D.C., on one occasion, in search of planning funds. There were none.

In 1975, reservation officials asked Rob to help the Hopis "do this plan themselves." Grumbles called on Extension Range Specialist Pete Jacoby and the newly established School of Renewable Natural Resources at the University of Arizona for technical assistance. In January 1976, BIA and tribal officials, Hopi livestock-owner representatives, and Extension agents and specialists met at the university in Tucson. Gerald R. Stairs, dean of the College of Agriculture, offered the assistance of his staff. At last the Hopis were beginning to see green lights ahead for their range improvement program.

Back on the reservation, Grumbles coordinated BIA personnel and tribal groups representing grazing and livestock associations in the new range improvement plan of work. The first major step, involving some 600 livestock owners and their families, was the "livestock count." This meant rounding up and personally observing each cow, sheep, and horse on the entire reservation.

The group selected gathering areas on a sub-unit basis from maps. Gathering points coincided with watering holes and natural boundaries. A crew of 8 to 10 tribal rangers, BIA land operations staff, grazing committee members, and the Extension agent worked the roundup with 30 top-notch horses.

Hopi lands are steeped in tradition and history. The tribal headquarters is nestled close to Oraibi, the oldest continually inhabited village on the North American continent. "Public relations played a big part both prior to and during the program," Grumbles says philosophically. "Without the individual owner's positive attitude, our whole program

to date would have been impossible."

"In the 100 days it took to accomplish this basic stage of the Hopi range improvement program, we learned much about the livestock and range," Grumbles continued. "We *thought* we knew; now, we *know* certain problems exist because we saw them. And we know why."

Total implementation of the range program is still way down the road for the Hopi. Perhaps 20 years. But, at this point, all concerned are enthusiastic. And this is what will make it work, Grumbles feels.

Next step in the range plan is a demonstration ranch planned for the southern portion of the reservation. It will be a cooperative venture among the landusers, the BIA, and the University of Arizona. There will be more roundups and demonstrations on the slow road to success. Acceptance of practice changes by stockmen will be very important. Some funding by the tribe will be needed. "And, certain problems will just take time on the part of Nature to right themselves," Grumbles said.

Dick White of the Hopi BIA land operations feels that ranchers are already "catching on." He has noticed them fixing fences and making other improvements on their own, since the roundup. White notes that the Hopi is the first reservation to establish and implement a total range improvement program. They are the first to take the lead in self-developing range improvement in the state of Arizona.

One thing stands high in favor of the Hopi for success. It was best expressed by Hopi rancher Nathan Begay: "Our biggest concern through all this is preserving the Earth for use by our future generations." □

Extension joins decisionmakers in Delaware development

by
Gerald F. Vaughn
Coordinator, Community
and Resource Development
Delaware Cooperative
Extension Service

An increase in job opportunities in rural communities often improves the incomes of people living in these areas.

Through economic development, more industrial jobs can also help broaden the tax base and support better community facilities and services such as schools, hospitals, water and sewer systems. . .making these rural communities better places in which to live and work.

Though industrialization may not be favored in every rural community, there's still a lot of competition for new industries. State and local governments, chambers of commerce, and developers are constantly looking for attractive new industries or ways of helping existing firms to expand.

State-sponsored industrial incentive programs are important in this total process. In Delaware, the Extension Service works closely with the state Council on Industrial Financing. This seven-member council, appointed by

the Governor, advises state government on ways to help finance new and expanding industry. For 6 years—3 as chairman—I have represented Extension on the council.

Involvement in the decision-making process, by serving as a member of such a public body, is vital to Extension's community and resource development program in Delaware. By sharing in this process, the Extension worker often can improve understanding of an issue, motivate people, and expedite problem solving.

Financing is vital to industrial activity. In the tight money market of recent years, small and medium-sized companies have been less able to borrow money for plant construction at interest rates they can afford.

Tax-exempt industrial development bonds are often the answer for these small companies, enabling them to compete with large companies for construction capital. Without the tax-exempt status, such funding would not



be available and many worthwhile projects would be abandoned or delayed. Nor would the desired jobs, income, and tax revenue be created.

Citizens initiated an industrial development bond program in Delaware in 1959, when a non-partisan committee of business and civic leaders urged its establishment. The legislature authorized such bonds in 1961, and the program began the next year. The main concern was for our rural counties, which were beset with seasonal or cyclical unemployment and widespread underemployment.

Since the program began, bond issues totalling over \$160 million have assisted 70 industrial projects. The special financing has helped create or save 6,200 industrial jobs directly, plus thousands of "multiplier" jobs indirectly. About one of every 10



Development planning aided an office furniture factory and . . .
. . . a cold storage warehouse in Kent County.



industrial jobs in Delaware is in plants aided by the Council on Industrial Financing. Additionally, several bond issues have helped to finance industrial pollution abatement.

In its advisory capacity, the council reviews project applications, making recommendations to the secretary of community affairs and economic development on which to assist.

The bond program is self-supporting, with funds provided from fees paid by applicant companies.

Operating with caution, the council attempts to find ways to make every applicant's project succeed. . . and it generally does.

The council needs to keep current on financial trends and approaches. The Delaware Extension Service furnishes this pertinent information to council members through newsletters, financial guides, and books and publications on economic development.

The council, only advisory body to the state division of economic development, also advises the division on improvements in its overall economic development activity. As a result, the council often helps to draft and review legislation. Council members also serve on various committees in state and local government and carry out liaison between state government and the business community. The council serves as a "sounding board" for proposals affecting Delaware's economic development.

Economic development is a vital and growing part of the Extension program. To give added direction in this area, an Extension Committee on Policy (ECOP) Task Force on Economic Development has designed guidelines for future Extension programming. □



Resource management— a dairy success story

by
Alvin C. Blake
Associate Communications Specialist
Institute of Agriculture
University of Tennessee

This is the "success story" of Frank Clark, a Tennessee dairyman who does not have the highest herd average, the most impressive facilities, or the most outstanding show herd in the state, or even in his county. In fact, he is several steps away from any of these.

However, his progress in the past 6 years is interesting. And, according to staff people working with the program this dairyman is involved in, his story is not unique.

Clark is enrolled in the Resource Management (RM) program — a cooperative arrangement between the Agricultural Extension Service, the Tennessee Valley Authority (TVA), and participating farmers. It is conducted in each of the seven Tennessee Valley states.

There are some 350 farmer participants in Tennessee, with 17 from Lawrence County. Joe McKenzie, associate Extension agent, works closely with the farmer-demonstrators in his county.

The RM Program

The program's objective is to show, by means of a selected group of farmers, that net income

can be increased by more efficient use of available resources. Applicants are selected on the basis of the opportunities their farms afford to demonstrate solutions to some of the county's resource use problems. Upon approval at the county, state, and TVA levels, farmers may be active in the program for 6 years.

Once enrolled, the farmer works closely with the Extension agent. Their first step is to make a complete inventory of available resources, describe problems, establish goals, and then develop a plan. Three plans are developed. The first plan projects the operation at its present level and establishes a benchmark. The second plan projects expected returns when all resources are used in the most profitable way. The third plan maximizes net income subject to the farmer's likes and dislikes. The latter is the plan usually put into operation.

In 1969, when James Matthews, now county Extension leader, enrolled Clark in the program, he was milking about 50 cows on the 240 acres he owned at the time, while supplementing his farm income with a job at a local

bicycle plant.

The Clarks' herd average was about 7,000 pounds. "I wasn't doing much good in the dairy business," said Clark. "I liked dairying, but it seemed we were always in a bind. We couldn't get the milk production per cow up where it ought to be, and growing enough feed was a problem. We had some good land but we were always fighting that johnson-grass."

First Progress Slow

Clark admits that progress was slow those first 2 or 3 years on the RM program. Gross farm income increased gradually and the value of his total inventory also increased, but net farm income was up and down—and at a very low level. Milk production per cow increased slightly, but was still below 8,000 pounds per cow.

"We knew what some of the problems were," says Clark. "We weren't producing enough good feed, for one thing. It was discouraging trying to grow corn silage in those johnsongrass bottoms. And I wasn't completely sold on pasture renovation and fertilization at adequate rates. So, growing enough feed was a

big problem. Another problem was me—I wasn't too sure that this young guy with the Extension Service knew what he was talking about."

In 1973, McKenzie persuaded Clark to try the herbicide Eradican on a johnsongrass bottom that had a 95 percent stand of this pest. The year before, it had produced 8 tons per acre of corn-johnsongrass silage. They called in Elmer Ashburn, University of Tennessee Extension weed control specialist, and Joe Burns, forage crops specialist.

Following the specialists' advice, the 20-acre field was treated

with the pre-plant incorporated herbicide. The field was planted with a recommended corn variety and fertilized according to soil test recommendations.

The johnsongrass control proved very effective with a first year yield of about 12 tons per acre of nearly pure corn silage. In 1975 this same field produced 26 tons per acre of top quality corn silage. The only johnsongrass left is a small check strip near the field entrance.

"This one thing made a believer out of me," said Clark. "I knew then that I could plant corn and expect a decent crop. And if I can

grow corn silage, I can grow enough good dairy feed. Farmers from miles around have come by to see this field—and I'm proud to show it to them."

Success, Slow but Steady

Clark's success with the johnsongrass control is a very effective demonstration of what modern technology can do," said Extension Agent McKenzie. "A lot of farmers are still skeptical when we tell them they can control johnsongrass. It is a major problem in this area. Now, I don't have to tell them—I just take them out to Frank Clark's farm and show them."

Clark has made outstanding progress in soil testing and pasture improvement, the use of high analysis fertilizers, artificial insemination, and general dairy herd improvement and management. He has also conducted corn variety demonstrations for several years, planting test plots of some recommended varieties to check their local performance.

"Clark's progress on the dairy farm has achieved the main objective of the RM program," said McKenzie. "Together, we have proven that income can be increased substantially by the efficient use of available resources. This is a matter of record. For example, cash receipts rose from slightly over \$25,000 to nearly \$80,000 per year.

"Demonstrations such as this are the best teaching tools we Extension agents have," McKenzie continued. "The many local and area tour groups visiting the farm are very impressed with the progress which is evident."

The Clark operation has also had visitors from Korea, Afghanistan, the Republic of Zaire and the Dominican Republic.

A modern Double-4 Herringbone milk parlor, cutting milking time by 37 percent, has replaced the previous inadequate old parlor. Clark designed the parlor and built it himself with some hired help. The Clarks did all of



The old milking barn is used to house calves for the replacement herd. Raising his own replacements is an important step in Clark's progress as a dairyman. Milk replacer is used until the calves are ready for a heavier diet.

the milking themselves until recently, when they hired a milker. Frank had quit his job at the bicycle plant some time ago.

Clark's records indicate that milk production per cow had increased to over 9,800 pounds in 1973 and then to 15,773 in 1974.

"This was due to three things—substantial improvement in the quality and quantity of my feed, cow culling, and raising replacements," explained Clark. "For the first time, we were producing plenty of corn silage. Also, our hay and pasture have plenty of clover.

"Pasture renovation and fertilization are paying off, too," he continued. "We've also started growing alfalfa, and you can't beat that for cow feed. In 1974, my alfalfa produced 5.5 tons of hay per acre, due primarily to soil testing and proper fertilization. And my pasture clippings yield 3 tons or better of good hay."

Future Goals

"What are your goals now?" we asked Clark. "You're about to graduate from the RM program, and you have a pretty good dairy operation going here. What about the future?"

"Well, I like dairying and the challenge of it," he replied. "I expect that dairymen will always be in a squeeze between costs and prices, but now at least I'm in good enough financial position to be able to plan improvements and then have a good chance of carrying them out. That's something we couldn't do a few years ago.

"We built this new milk parlor about 2 years ago, and that sure helped get the work done—we have more time for other things.



This field produced 26 tons of corn silage per acre in 1975. Once infested with a nearly pure stand of johnsongrass, control of this pest was a key factor in Frank Clark's success as a dairyman. Here we see Extension Agent Joe McKenzie and Clark looking at a stand of wintergraze covercrop and pasture.

Now, we're making plans to improve the manure disposal facilities."

"Does a drylot type of operation fit into your future plans?" Joe McKenzie and I had noted that Clark had a lot of hill land more suited to pasture and hay production than to more intensified use.

"Yes, I'd like very much to drylot the milking herd," said Clark. "That's the way dairying is going and I'd like to work toward it. There's some more good silage land available around here and we can grow alfalfa again. Drylotting is 5 to 10 years away, but it is definitely in my future plans."

"There's one other thing. You've spent a lot of time with Joe and me here today and I get the idea that you spend a lot of time with visitors, going to

meetings and so on. Doesn't this interfere with your work?"

"Of course, but I like people and I consider it time well spent," smiled Clark. "A lot of people have been good to me and if I have anything to share that will help somebody, I'm glad to do it."

"Frank's modest," said Joe McKenzie. "He and Ruth are among the top community leaders in the county. Frank has served as president of the Lawrence County Association of Test Demonstrators for 2 years, and has given a lot of leadership to the RM program. Danny, their son, is an active 4-H member. Their farm will continue to be open to visitors and educational work."

The Extension agent concluded: "It's people like the Clarks that make my work worthwhile." □

"They" have contacts— Extension has experts

by
Marjorie P. Groves
Assistant Extension Editor
Iowa State University

By training other agencies' staff, you not only benefit their clientele—but you also expand your own.

That's part of the reasoning behind Charlotte Young's sessions for professionals who work with low-income families. The group includes ministers, Red Cross workers, Office of Economic Opportunity employees, social workers, probation officers and others.

Young is Extension consumer and management specialist in the Cedar Rapids area in Iowa.

In 1976 the session was on landlords and tenants and their legal rights and responsibilities. Young filled her audience in on the eviction process, damage deposits, landlord right of entry, and an update on the economic situation.

Young presents the program in five counties and adapts the approach to the situation. Rural and urban areas have different problems, and different

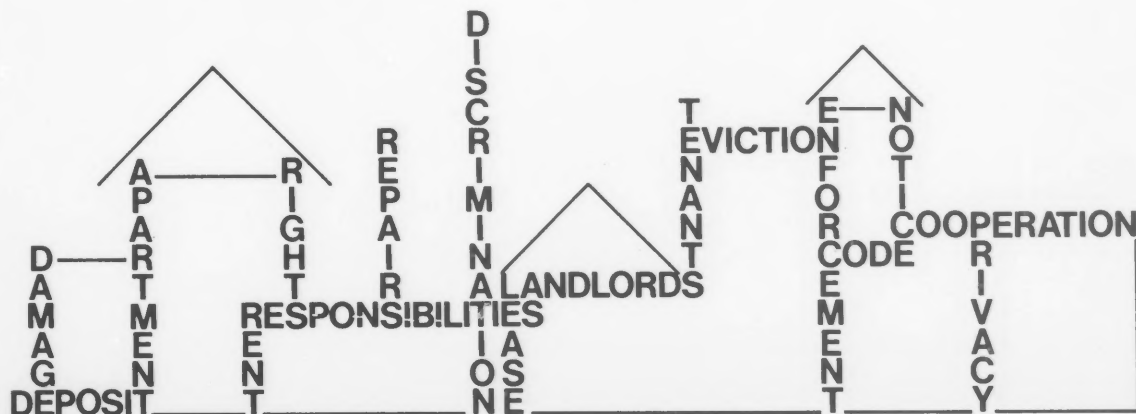
staffs.

In past years, she's discussed consumer credit legalities, frauds and gyps, debt counselling, and rapport building.

"It all started about 5 years ago when I was doing debt counselling. I began working with five or six families and found the problem was endless," Young said. "I realized there were other agencies working with the same folks, but many of their staff didn't have time to keep up on new legislation."

"Some had false ideas and were passing them on to clients. They have the contacts and Extension has the expertise," the area specialist adds.

The once-a-year sessions usually run 9 to noon so the professionals can get back to the office. Young added, "It's important to get information to these people so they can pass it along." □



Partnership for pre-schoolers

by
Janet M. Kaisler
Middleton, Wisconsin

As more and more women join men in the labor force, there's an increasing demand for full-time professional day care for children.

Recognizing a need for day care in their small community, interested citizens of Baraboo, Wisconsin, conducted a community needs survey in 1974 and again in 1975. Results indicated that many other residents also saw a need for full-time day care.

Next, three survey group members began developing plans for the Children's Day Center. After investigating the legal framework required to open a day care center—building codes, government funding and other state laws—they contacted area groups and individuals to help



them get the center off the ground.

One of the first of those contacted, Mary Gruenwald, Sauk County Extension home economist, played an important role in developing the center. "I was delighted to help," she said. "It just so happened that my total plan for the year was on parenthood education."

Mary served on the board of directors, became a member of the personnel committee, and helped with publicity.

"My first job included establishing personnel policies, writing job descriptions and applications, and interviewing job candidates. Using the information from the 1975 community needs survey, the committee contacted respondents who indicated an interest in working in the day care center," said Mary.

"Because of budget constraints, the committee also contacted the Community Action Council (CAC), the Comprehensive Employment Training Act office (CETA) and the Neighborhood Youth Council (NYC) for employee possibilities," she continued. "These agencies pay the salaries of employees who qualify for their programs."

"From completed application forms, we realized there were few people in the community qualified to work in our day care center," Mary said. "After consulting with other board members, we decided to offer a 40-hour course in child care. The Young Child I course was designed so participants could be certified by the state as pre-school teaching assistants."

With sessions taught by Baraboo area professionals—a doctor, children's librarian, pre-school teachers and a nutritionist, the home economist said: "Forty people enrolled in the course and 30 were certified."

Mary feels that community involvement was a major factor in helping to establish the day care center. Her role as publicist included helping the community better understand the need for pre-school education.

"I wrote a series of articles on pre-school education for local papers and radio stations to create awareness and a fuller understanding about day care," Mary said. "I also interviewed the originators of the Children's Day Center idea in a series of three 8-minute TV programs. The interviews were part of the University of Wisconsin-Extension Family Living Program."

"The community responded to the publicity with their time and dollars," Mary continued. "One area nursing home resident donated \$500 to the center to purchase carpeting. Other community residents bought baked goods at a day center-sponsored bake sale during Baraboo Old Fashioned Days."

When the Baraboo area Jaycees sponsored a "Walk for Mankind," Mary pointed out that "many participants indicated that they wanted the money they earned to go to the Children's Day Center."

The work Mary and her fellow board members put into the center paid off. Housed on the first floor of a home for retired nuns, it opened in August 1975.

The Children's Day Center now serves eight families full time and 20 families part time. Full-time students receive admissions priority over part-timers.

"I don't know what I would have done this year without the center," said one happy parent. "My child's need to socialize with other children can't be met by having a babysitter come to my home. The center provides care and safety and is also meeting educational needs. The staff is loving and caring. This is so very important and wasn't apparent in other centers I've been exposed to."

Besides being exposed to other children at the center, students are also exposed to new adult faces. One aide at the center is a Vietnamese refugee who lives in Baraboo. Funded by the CAC, she works part time while attending the University of Wisconsin-Baraboo.

A high school boy comes to the center every afternoon for 2 hours. Funded by NYC, he helps with maintenance chores and gives a male-role example for the youngsters at the center.

Other staff members include two teachers with BS degrees in elementary education, a teaching assistant with a 2-year pre-school degree, and a part-time teacher aide, who completed the Young Child I course.

The dedication, time and hard work of Mary Gruenwald, Extension home economist, and the Baraboo area residents she worked with, has helped to fill a large need in the small town—a full-time day care center for children. □

Coping with cooking

by
Lorraine B. Kingdon
Extension Information Specialist
Cooperative Extension Service
Washington State University

Chatter filled the large room, while people filled celery sticks with cheese or peanut butter. Across the table, a skillet sizzled, ready for hamburgers that were being shaped.

A typical home economics class? Not quite. The students are mentally retarded; they're learning skills that would be painful, if not impossible, to learn alone.

One year ago, these 12 handicapped people at the North Central Washington (NCW) Supervised Skills Center in Wenatchee, Washington, couldn't fix even the simplest foods for themselves. With the help of volunteer teachers and two Washington State county Extension agents, even severely retarded individuals are learning to cope in the kitchen.

NCW Supervised Skills contacted the Chelan-Douglas Extension agents, Ann Williams and Margaret Viebrock, 4 years ago. They wanted a training program in self-help skills developed for the mentally retarded people who work at the center. They got what they wanted. And, it's working.

Both agents can point to heartwarming individual success stories.

Allen is one student who came to this class unable or unwilling even to pour milk over his cereal. After one milkshake, made from milk, vanilla ice cream, chocolate and a banana, Allen was eager to go home and make one for his mom and dad. He did—and proudly served it.

The center provides food for the classes, student transportation, and kitchen facilities. Extension provides the teaching materials and teaching skills.

Williams, Chelan County agent, and Viebrock, Douglas County agent, work with 20 volunteers from homemaker's clubs and other community organizations. Two groups of 10 volunteers alternate teaching 2 days a week.

Students are divided into three groups, each tackling a different recipe depending on their ability. Recipes are easy and as nutritious

as possible.

Some of the people are severely retarded and will never be independent. So, it's important that the foods they learn to prepare are almost meals in themselves. The recipes had to be fun to make and good to eat, or the students wouldn't show up, says Ann Williams. "This class is strictly voluntary."

Teaching materials and methods were hard to come by, both agents say. "We did a great deal of research and even more adapting."

Recipes, similar to the illustration for this article, are broken down into pictures and color coded to measuring-utensil size and oven temperature. Ellen Johnson, nutrition affairs aide for the Comprehensive Employment Training Act (CETA) program, prepares the recipe handouts.

Many of the students cannot read, and find numbers confusing. So they merely match the color of a spoon drawn on a recipe to the color of one in a set of measuring spoons.

Measuring cups are also color-coded to the recipes. Temperatures on the oven and electric skillets are marked the same way, red for 325 degrees, blue for 350.

"It works," says Williams. "In fact, the volunteer teachers had more trouble with the recipes than the students ever did."

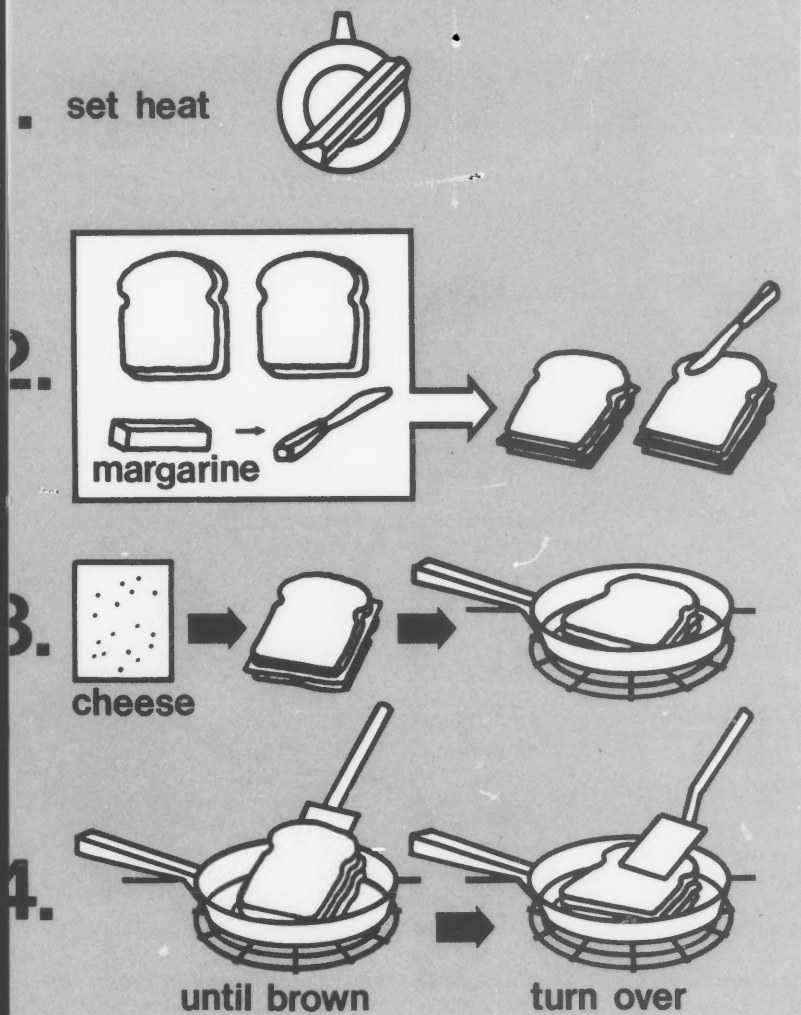
Agents got the color coding idea from a physical therapist who used this method in stroke victim rehabilitation. Other food ideas came from the book, *Cooking Activities for Retarded Children*.

One of the first activities students tried was identifying various ingredients such as baking powder and salt by taste or from recognizing the can. Flash cards were used to reinforce the lesson.

After each lesson, volunteers fill out an evaluation form about their student. Parents or guardians are informed about the color-coding and recipes sent home with the students.

The Extension agents encourage volunteers to work with the

GRILLED CHEESE SANDWICH



same person each lesson. Teaching is on a one-to-one basis. As soon as the students pile into the room, they and the volunteers get down to fixing the day's lesson. "We don't spend time explaining; we just do—and

learn," says Viebrock.

Personal hygiene is also an important part of each lesson. For instance, students all wash their hands before starting the day's recipe. The volunteers check carefully since both the volunteer

and student eat all the food that's prepared.

A very warm, personal relationship exists between the volunteers and students. As volunteer Joan Robbins explains, "They accept me more quickly than other people do—and they're eager to learn."

Each time the students learn a new task, they build self-confidence, the agents say. The class also helps the mentally retarded students build social development. They watch out for each other, and volunteer Laura Townsend says, "They share better than my kids."

Most of the volunteers admit they were apprehensive about working with the mentally retarded. That changed quickly.

"It's been just as much of an education for me," says Minnie Pruett.

"Don't look at the handicap," says Helen Hutchison, "just go ahead and talk."

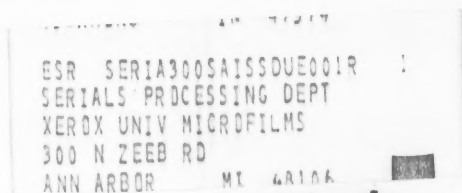
One problem volunteers still have is giving too much help. One volunteer said, "I caught myself giving them one or two chances, then doing it. They really don't learn that way."

The students are learning as a result of this workshop, the agents believe. During 1973 and 1974, four of the students, who had received training from the Extension Service, were placed in permanent jobs outside the center.

One man who learned cooking skills from this class is helping out in the kitchen at the group home where he lives.

A married couple also learned the cooking basics from this class. Previously, the husband had been doing all the work in the kitchen. Now his wife can help with the cooking for the two of them.

Both agents believe classes like this shouldn't end here. More mentally retarded people need help, and with the support from volunteers, Chelan-Douglas Counties will continue their program. □



people and programs in review

Kansas clinics assess health

Hundreds of Kansas women are more aware today of their health needs because of health assessment clinics.

Sponsored by the county home economics advisory committee to Extension in cooperation with local health agencies, the clinics are a combination screening and educational program. This is the third year for the clinics, which began in 1975 with more than 500 persons participating.

Seventy-five volunteers, the majority members of Extension homemaker units, help professionals with services including pap smear, hemoglobin, diabetic screening, urinalysis, and blood pressure. The health department handles information concerning results of tests and referrals. Participants' physicians receive the reports. As the result of screening, 181 persons were referred to physicians for further medical evaluation. A small fee is charged to cover costs.

NCSU schedules summer session

The 1977 special 3-week summer session at North Carolina State University (NCSU) is scheduled for July 5-22. For printed brochures on the wide range of courses available, plus fees and registration information, write Special Summer School Office, P.O. Box 5504, Raleigh, North Carolina 27607.

Yarns of yesteryear

That's the intriguing title of an essay contest and series of radio programs for senior citizens co-sponsored by the University of Wisconsin-Extension Programs on Aging, and the Wisconsin Regional Writers Association. Produced by Wisconsin information staffer Norma Simpson, the radio series is taped by Clarice Dunn, a senior citizen volunteer. Stories such as: *Purple Ribbons*, *God Gave Grandma Gertrude Guts*, *Pioneer Portrait*, and *Rattlesnake Tom* make enjoyable reading and listening.

VPI Extension honored

The National Community Education Association has honored the Cooperative Extension Service at Virginia Polytechnic Institute (VPI) as "the agency that best exemplifies . . . the community school concept." Steve Parson, community education specialist, heads the VPI Community Education Development Center. Working through existing Extension staff, the Center helps people in the community organize educational programs to meet local needs.

Solving consumer complaints

The Major Appliance Consumer Action Panel (MACAP) recently honored Constance McKenna, Assistant Director, Illinois Cooperative Extension Service, for designing the first successful state program to help the panel resolve consumer complaints. MACAP consists of nine consumer professionals, independent of the appliance industry, who review individual consumer problems not settled locally. Working with home advisers and the Illinois Homemakers Extension Federation, McKenna developed a list, by counties, of contact people for MACAP. When MACAP needs a complaint evaluated, a local contact personally visits the consumer.

**EXTENSION
SERVICE
review**

U. S. Department
of Agriculture

May
and June
1977



**Targeting
Consumer
Concerns**

EXTENSION SERVICE review

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Consumer Concerns

What is a consumer... and what are her or his concerns? Does the Extension Service continue to serve the rural agricultural producer and the urban innercity? These are some of the questions we try to answer in this issue of the *Extension Service Review*.

Bob Bergland, Secretary of Agriculture, recently analyzed that often illusive term — "consumer" as he visited with a group of USDA employees:

"...We're all consumers, even those who farm. We all consume. And so, the consumer interest is a legitimate interest. It is as legitimate as the producer interest. They're the same, most often."

Consumers are concerned about many issues — rising inflation; unusual weather occurrences, such as droughts; and the costs the middleman adds to the price of produce after it leaves the farm. How to conserve energy, home gardening, economic growth, community health services — these also are topics today's consumers want more information about.

Perhaps the articles in this May-June issue of the *Review* will help illustrate why the Extension Service is serving both rural and urban populations. A leading spokesman for farm organizations recently said farmers will understand the need for Extension support of consumer programs if we keep them informed of the reasons.

The 1977 programs of Extension are on "target" — are you?
—Patricia Loudon

Extension challenges the drought

More than 600 counties in some 20 states have been hit in varying degrees by the drought. The Co-operative Extension Services in these states are helping farmers and others deal effectively with water shortages and drought-related problems.

South Dakota

Extension agents and specialists working with the state Department of Agriculture in South Dakota have developed a state-wide hay information program to get more than 10,000 hay buyers and sellers together.

Extension Agronomist Lyle Dersheid, program coordinator, said, "It has kept the lid on hay prices in hay short areas."

Task forces have been mobilized on irrigation, range and pasture management, and wildlife. Through a team effort, the South Dakota information staff has issued more than 150 drought-related news and feature articles the past 12 months. They have also prepared news spots for radio and TV, and have issued special drought-oriented publications to help farmers and ranchers cope with the situation.

In Hyde County, Agent Bill Paynter said 94 percent of the cattle have been sold because of the drought. Consequently, Paynter said, "We have been promoting sheep and hogs."

In other South Dakota counties, Extension agents have recommended shifts to sorghums and sudan grasses and have helped ranchers find supplemental pastures.

Minnesota

Like South Dakota, Minnesota organized a "Hay Hotline" to coordinate locating available forage

by
William Carnahan
Information Specialist, ANR
Extension Service-USDA

supplies and available pasture. A news conference and extensive use of newspaper, radio, and television outlets have helped communicate this information to the public.

"We received about 1,500 phone calls listing hay and other forages

for sale," said Neal Martin, Extension agronomist. University farm management specialists advised farmers not to panic and pay extremely high prices for hay. "We cautioned farmers not to pay the \$3 or more a bale that some people were asking for hay last June," said Paul Hasbargen, Extension farm management specialist. "We told farmers that alternative feeds were a much better buy and that hay could be brought



Hamilton County Extension Agent Richard Golladay tells it like it is in Kansas. The mound of soil behind Golladay all but covers the top of a 3-wire fence. In some sections along this road, it would be easy for cattle to step over the fence if it were not for the "hot wire" on top. Current drought conditions are not as bad as they were in the 1950's. "But, we don't know how long this will last," Golladay said. He tries to encourage farmers to do a good job of emergency tillage to control blowing.



Kansas wheat farmer Cecil Baker demonstrates just how dry the soil is on his Hamilton County farm. The average annual rainfall for the county is about 11 inches, and that's in town where it's measured. Only one-tenth of an inch of moisture had fallen on the land between November 15, 1976, and early April 1977.

into the drought area for about \$2 per bale.
Kansas

In Hamilton County, Kansas, Extension Agent Richard Golladay cites moisture and timing as the keys to getting a good wheat crop. "In 1965 we got a lot of moisture in 1 month," he said, "but it didn't do much good—it came at the wrong time."

Golladay works closely with his farmers to help cope with the drought. He encourages them to

do a good job of emergency tillage as his main effort. This includes plowing fallow ground deep enough to bring large clods to the surface to control wind erosion.

Golladay also encourages farmers to leave small clods on the surface at planting time and to furrow perpendicularly to prevailing winds. Even though the county is quite flat, he also suggests contour planting to conserve moisture and reduce soil blowing.



Colorado wheat grower John Swenson shows Southeast Area Extension Agent Lee Barden some of his drought stricken wheat. Barden said, "I still think we'll get a wheat crop in Prowers County, if we

Golladay also emphasizes keeping down weeds. Farmer Cecil Baker, a great believer of this, does it with sweeps and a rod weeder. Baker uses no chemicals. They are not economically feasible and, "if you use them and don't work the ground, it cracks open and the

John Swenson, a Prowers County, Colorado, wheat farmer checks his soil for moisture. The 4-foot probe penetrated the ground to almost 3 feet, indicating some moisture, but pretty far down. Average rainfall in Prowers County is about 15 inches, but this wheat has had only about 3 inches of moisture since it was planted last fall.



can get some moisture before too long. It won't be a bumper crop, but we could still make 15 to 20 bushels." The county average is about 22 bushels and the state average is slightly higher.

wind blows out what little moisture there is."

Jack Helfrich, a Hamilton County wheat farmer, is also a county commissioner. To protect his own soil, Helfrich follows Extension's recommended practices for conserving soil moisture. They include



In South Dakota, many corn and sorghum fields are being harvested with 4 rows left standing out of each 80 rows cut, to comply with Agricultural Stabilization and Conservation Service (ASCS) requirements in connection with low yield disaster payments resulting from the drought. "These standing corn rows make excellent snow fences," says South Dakota Extension Agronomist Edward Williamson. "For each foot of snow retained on the land, about an inch of water is accumulated, and we're going to need to do everything we can to conserve moisture."

listing for emergency wind erosion control during the fall and winter months, and weed control with sweeps and rod weeders on fallow ground during the summer months.

Colorado

In neighboring Prowers County,

Colorado, Area Extension Agent Lee Barden agrees with Golladay that moisture and timing are the keys. "We're going into our third year of dry weather," he said, "and it's the worst I've seen since coming here 10 years ago."

Barden is very optimistic about



Hamilton County, Kansas, Extension Agent Richard Golladay, left, discusses emergency conservation tillage practices with wheat grower Cecil Baker. Baker summer falls about half his land; this is part of that land. During the winter months, the wind had blown considerable soil and tumbleweeds around the blades of this cultivator.

the drought in Prowers County and tries to share that optimism with his farmers. "In evaluating the situation, we try to give them the facts. We don't paint a rosy picture, but we don't make it look all bad either," he said.

There aren't too many planting alternatives in Prowers County, but Barden has recommended that farmers plant early harvest crops like barley or oats this spring rather than wheat or milo. "There's not going to be enough irrigation water to run us through the summer, so we might as well try to grow an early harvest crop," he said.

Barden has an excellent working relationship with his local Agricultural Stabilization and Conservation Service (ASCS) offices and uses their newsletters to reach the farmers with his educational materials. He also does an occasional radio program and articles for the area newspapers.

Extension meetings, featuring specialists from Colorado State University at Fort Collins, are also an important feature of Barden's Extension program to help farmers through the drought.

At a recent meeting, an irri-

gation specialist showed county farmers how to improve the efficiency of their irrigation systems, how much water to apply, and what kinds of crops to plant that require less water.

California

California is into its worst drought in history. Extension agent Bill Hambleton in Fresno County, the most productive agricultural county in the Nation, emphasizes that "We don't tell our growers what to do. We try to give them the best available information so they can make their own decisions."

Some of Hambleton's educational materials include ideas on measuring soil moisture, how crops use water, what crops use the least water and return the most income, rotation suggestions for annual crops, and ways to maintain the vigor of tree crops, grapes and other perennials.

Hambleton says he likes to convey these ideas on a one-to-one basis or to small groups. However, because of the drought, Hambleton said, "We've had more larger groups earlier in the year than we have ever had before."

Hambleton follows his educational meetings with periodic



Orange trees in this grove in Fresno County, California, are routinely planted on 11-foot squares. When the trees begin to crowd one another, every other row is removed. This operation usually takes 4 or 5 years. This year, Phil Bertelsen, manager of this grove, is trying to get the job done in 1 year. Trickle irrigation helps water the trees. Here, Bertelsen checks a coupling that will be eliminated, since the tree it watered has been removed. He hopes water consumption will be cut in half by the accelerated tree removal program.

newsletters, mass-media interviews, and "every means of educational promotion we can use."

Emphasis this water-short year in California is on saving perennial crops like citrus, almonds, grapes, and others. "If we lose these, it takes a long time to get reestablished," he added.

Without water, agriculture cannot survive," Hambleton said, "and here in Fresno County, we are facing one of the most traumatic droughts we've ever had to face."

Like most Extension agents, Hambleton is optimistic. He says he has a lot of faith and confidence in the American farmer. "I know California agriculture is going to survive. There are going to be individual losses, and some farmers will probably have to start again, but we will make it." □



by
Margaret Mastalerz
Extension Specialist-Press
West Virginia University

"There are few agencies available in rural areas, but there is always Extension, which has a community development focus."

For years the people of Preston County, West Virginia, had witnessed the declining availability of health services. Most of the small, isolated communities in this mountainous region had no doctors. In 1973, this rural area, with a scattered population of 30,000, faced a real health crisis.

Today the county has a citizen-run Health Council and a federally funded health project. Under it, two doctors from the National Health Service Corps (NHSC) treat patients in a main clinic at Kingwood, the county seat, and at satellite clinics in Egdon and Fellowsville. This summer, another clinic is planned to be opened in Bruceton Mills, and a third doctor will begin work.

How did this turnabout occur? Timing and the work of highly motivated county people, including a few West Virginia University (WVU) social work graduate student interns at the Preston County Extension office, were major factors.

1973 was the first year social work graduate students, under a 3-year grant from the National Institute of Mental Health, began a semester of community development work in county offices of the WVU Center for Extension and Continuing Education.

"The students were assigned to community-supported projects

Extension was concerned about, and which interested them," recalled Joseph L. Morris, division leader of Extension's 11-county Morgantown area, where the students worked. "We needed them to go into communities, talking about problems and solutions."

In Preston County, two students began attending such meetings. "The students fitted naturally into activities like these."

Once the communities showed a real concern for improved health services, the students began involving more people and agencies. Local media gave good coverage to county health problems and experiences resulting from no doctors in the area. From meetings in the small communities grew a representative county Health Council.

Lack of health manpower and funds was the main problem. In August 1974, the council began soliciting funds from federal agencies. NHSC recognized Preston County as an "area of critical need"—approving funds for physicians to work in the area. Through the U.S. Department of Health, Education and Welfare, (HEW) the Rural Health Institute funded support staff, equipment, supplies, and rent for a base clinic in Kingwood and satellites in other county towns.

The students on the project changed each semester, but with the Extension office as a continuous base of operations, their objective — improved health services — kept moving ahead.

"It has always been a joint effort between the students and the Extension office personnel," said Beverly Railey, Health Council Clinics administrator, who was also one of the first students to work on the project.

After finding accommodations for the clinics and locating two doctors, open houses introduced the doctors and the community to each other. By August 1975, Preston County had clinics in operation. "The great thing about this project is that the people have

come together through the Health Council and then broken down other barriers," said Patricia Silcott, Preston County Extension home demonstration agent.

But the work is far from finished, even though the county will soon have a third satellite clinic and doctor under the project. The Health Council, with Tom McConnel, Extension agent, as acting president, oversees the clinics' operation, and the students are still working with it.

The council keeps looking ahead. "We're at the point now where we're looking at the future of the county program," said Railey. "The council is looking into recruiting physicians for private practice, transportation to the satellites, emergency service, and child abuse."

The students are also helping with other county projects, such as a meat processing plant, new roads, and water systems. Besides Preston County, students this year are also working with Extension offices in Taylor, Marion, Harrison and Doddridge counties. "They are involved in programs related to a wide range of services, depending on each county," said Robert A. Porter, WVU professor of social work, and project director.

Similar health councils have been formed, with student and Extension help, in Taylor and Harrison counties. In Taylor, they conducted a household survey on health needs and services. There, the council has received approval from NHSC for funding two physicians, and money for health facilities. The Harrison County Council has developed a "Directory of Health Services," and is working to improve coordination of blood bank services. Other projects deal with aging, services to minority populations, and housing.

The WVU School of Social Work focuses its graduate program on practices in small communities and rural areas. With Extension offices located in every county in West Virginia, it seems natural that the two are working together. □



Sharing smiles and a good meal.

Seniors share in meals with a message

by
Marjorie Groves
Assistant Extension Editor
Iowa State University

When you're 79, live alone and count "boiled eggs" as your main gourmet specialty, "congregate meals" can be a good deal. However, Nelson Lamb, Bloomfield, Iowa, says he goes to eat with others his age because he "likes to be sociable and learn about nutrition from that home ec lady."

The "home ec lady" is Linda Hockersmith, Extension home economist (EHE) in Davis County. She and other EHEs throughout Iowa provide nutrition education once a month or more at sites where the over-65 groups gather for meals three to five times a week.

Meals history

The program began from a "need for balanced diets for older people and the need for socialization," said Margaret Yoder, Extension home economics state leader.

In 1972, the Commission on Aging formed an advisory group to study nutrition problems of the elderly; Yoder was a member of that committee. She explains, "The congregate meals began operation in the fall of 1973, and nutrition education was included from the beginning." Congregate meal sites are generally sponsored by the area schools.



Hockersmith enjoys the company of seniors while they learn nutrition.

"Many home economists and Extension area community resource development specialists helped get the sites going and served as consultants on the nutrition part," the state leader continues. "The EHEs are doing a great deal of the nutrition education, although many local resources are also used."

Nutrition Specialist Kay Munsen, has been another Extension resource from the beginning. Munsen provides technical information on special diets to the EHEs. When the Commission on Aging implemented the program, it contained a directive for nutrition education. Throughout Iowa, site managers started coming to Extension for help.

"Each home economist operates differently. Generally their programs are short and many offer tastes of the food each lesson is about.

"The most important thing about the lesson is the involvement of the Extension home economist. Hockersmith and others

like her have loads of personality and people warm to them," Munsen emphasized.

Like Nelson Lamb, another of Hockersmith's senior regulars is Affa H. Day. Says Day, "What do I get from congregate meals? Fellowship, friends, and information! I've learned how to use substitutes for meat, for example."

"We Lure Them to Stay"

"Sometimes we have to sort of lure them to stay," smiles Helen Perkins, an EHE in Allamakee, Clayton, Fayette, Howard and Winneshiek counties. "I catch the seniors at the door with a display and something to sample that's related to the lesson. Then I eat lunch with them and, during dessert, give tips on preparing turkey or using milk.

"Of course, we have lots of seeing and hearing complications. If it's a hearing problem, I hope they get the message through the visuals. If it's seeing, they can hear me, but when folks have both limits, I try to chat with them in-

dividually."

Lamb said Hockersmith gave him some good advice on saving energy in cooking. "I'm not a very good cook, but I'm pretty good at cornbread and milk, or beans and cornbread. I eat everything at the congregate meals, everything but sweets, that is."

A Pulaski woman says she not only learned to save energy in cooking, but also to "keep the furnace at 65, wear a sweater, and draw the drapes at night."

That energy lesson started out as a 5-minute topic for Hockersmith, but ended up going longer. "That's the way I plan. I come to each congregate meal with a 5-minute lesson that can be expanded if the group is interested. You have to be flexible. If they can't hear you or aren't interested, they'll just start gabbing again. At one of the sites, the room where the seniors eat is long and narrow, so I turn one way and give the lesson, then turn around and give it again—walking around a little so everyone can hear."

Seniors contribute

Dorothy Keith, EHE in Fremont and Page counties, also finds the seniors a great resource because of their experiences. "In each lesson, I try to involve them by having the women and men share their practices or memories about food. These seniors often teach each other."

"Even though improved nutrition is the main goal of congregate meals, the socializing part is probably most important to the elderly," Hockersmith said. "I remember one woman very near malnutrition when she first came. She wasn't too clean and appeared dull—not interested in much of anything. Now she's changed totally. She dresses up because, when she comes to the meals, she's "going out." She's much more talkative and has gotten involved in the church. "Improving her nutrition has also improved her outlook on life." □

by
Martha M. Myers
Extension Agent-Home Economics
Prince George's County, Maryland

New horizons— Women's roles

Where can a battered woman turn for help in Prince George's (P.G.) County, Maryland? When a husband dies, does the family car belong to his widow? Can a married woman establish a credit rating in her own name?

These and many other current concerns of women were explored by more than 250 people at an all-day workshop in this suburban Washington, D.C., county last fall. "New Horizons—Women's Role" was the first program jointly sponsored by the county Extension Service and the Commission for Women.

Local Extension homemakers clubs had expressed interest and concern over the newly surfacing problem of battered women. During the first efforts at planning a program on this subject, the homemakers and Extension Home Economists Gayle Booth and Marcie Myers turned to the

county Commission for Women for information and assistance. By combining the forces of the two groups, a bigger and better idea emerged—to offer women a full-day program, featuring choices from several seminars.

The combined committee also planned for a reasonably priced box lunch. Babysitting services were made available to reach mothers of young children, who might not otherwise have been able to attend.

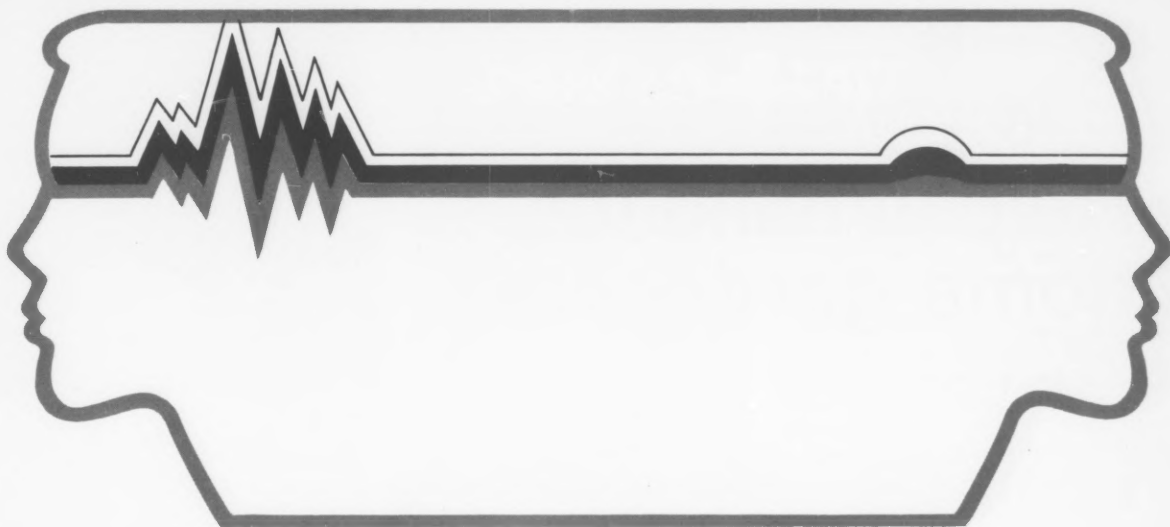
This last idea proved to be the key to a successful program. The children's nurseries in the church building where the program was held overflowed with preschool children.

A committee of representatives from the P.G. County Homemakers' Council, the Commission for Women, and the Extension home

economists planned topics and content for the four sessions offered. One session dealt with wills and estate planning, to help couples avoid confusion and excess taxation when one spouse dies. A local attorney conducted this session in response to continued interest of local families.

The self-awareness session gave women attending an insight into recognizing their own individual needs and values. Taught by Karen Hewson, Commission for Women, this session was aimed at the women emerging from traditional roles into roles they choose consciously. Participants experienced an exercise in assertiveness training.

The most emotionally charged session was one dealing with battered women. Evelyn Bata, chairperson of the Commission's Task Force on Abused Wives, led a panel discussion on the physical,



emotional and legal problems of such women. Her panel consisted of women who had or were living with the experience of physical abuse. These women talked openly about their frustrations in dealing with police, their feelings of helplessness in being unable to change their situations. Eventually, women in the audience joined the panel—sharing similar experiences.

The fourth session concentrated on several aspects of legal rights of women, particularly in the areas of credit, housing, marriage, and divorce. Women attendees were amazed to learn of their continuing legal subservience to

men in some areas, but were gratified by the new laws reinforcing their equality. Attorney Oneglia described illegal discriminatory practices in housing and credit, and outlined steps for women to take in filing complaints.

Publicity and registration for the program were handled by the county Extension faculty and homemakers' organization. Pre-registration was required for women requesting the box lunch and babysitting services. However, good publicity resulted in a large proportion of "walk-in" participants, including the Congresswoman from the district.

Because of its proximity to Washington, D.C., and Gallaudet College, Prince George's County has a large deaf population. A special effort was made to publicize the program to this audience with sign-language interpretation available for deaf participants.

Gallaudet College frequently cooperates with Extension in Maryland to publicize and provide interpreters for programs. The county library system also publicizes Extension programs and will often handle registration for deaf persons.

Although **New Horizons** began as a homemaker club program, it developed into a special interest project appealing to a large cross section of women, both in income and education. To better utilize the time given by the speakers, one session, "Wills and Estate Planning," was videotaped and offered for small group viewing at the Extension office by appointment. Several Extension homemaker clubs borrowed the videotaped session for viewing by their clubs. □



Help at hand for home gardeners

by
David A. Zarkin
Extension Information Specialist
University of Minnesota



Minnesota Extension Horticulturist Jane McKinnon identifies a plant sample sent by mail to the Horticulture Information Center.



People concentrated in urban centers, increased leisure time, more private dwellings, and increased environmental quality concerns, all add up to more and more yard, garden, and houseplant problems.

In Minnesota . . .

People want immediate help—short, understandable answers to specific questions. Providing such individual services is costly. But the University of Minnesota Agricultural Extension Service's home, garden, and houseplant programs are meeting these growing demands.

At the St. Paul campus, the Insect Information Clinic, the Plant Disease Clinic, and the Horticulture Information Center work to-



Minnesota Extension Entomologist Mark Ascerno checks for bugs on a sample sent to the Insect Information Clinic.

gether to provide immediate help and educational information to gardeners and others. Sources of this information are Extension specialists and students at the university, who gain practical experience while dealing with problems they may encounter on the job after graduation.

Sometimes all three clinics are involved in a single information request. For example, a caller may describe an unhealthy plant over the telephone, but the cause of the problem is not clear to the Horticulture Information Center. The horticulturist will ask the caller to mail in a sample of the plant. It is then forwarded to the

Insect Information Clinic, which finds that the plant has scales. The clinic forwards the sample to the Plant Disease Clinic, which determines that the plant is badly spotted with a disease. All three clinics write the home gardener of their findings, including the Horticulture Information Center, which suggests that the plant variety is not suitable for Minnesota and another should be grown next season.

Callers to the clinics and center may want to know how to rid the yard of crabgrass, control cedar apple rust, or deal with boxelder bugs that move into the house from neighboring trees.

Insect Information Clinic

The Insect Information Clinic provides information and analysis year-round on indoor and outdoor pests to homeowners, gardeners, farmers, and other interested persons. Besides dispensing information on such common yard and garden pests as cutworms, aphids, and slugs, the entomologists receive many calls on bugs that find their way indoors and pests associated with animals.

When possible, problems are discerned from phone conversations, and appropriate pest or pesticide information is provided immediately.

After specimens received at the clinic are identified, pertinent information is provided. This year-round clinic answers approximately 20,000 telephone calls and 5,000 letters of inquiry annually.

Plant disease clinic

Established by Extension plant pathologists, the Plant Disease Clinic handles information requests on specific plant disease problems during the summer growing season. These requests include phone calls, letters, and office visits—totalling approximately 8,300 cases each summer. If answers cannot be handled by phone, the clinic sends publications. Examining or culturing specimens requires more time in identifying the problem.

Extension plant pathologists also hold clinics for home gardeners at the field days of the Agricultural Experiment Station branches throughout Minnesota.

Another unique way of serving these gardeners is the Plant Disease Mobile Clinic—a converted motor home. Visiting shopping centers and other urban locations throughout the summer, the mobile unit usually makes 6,400 contacts with plant pathologists, seeing as many as 800 in a 2-day stay at a shopping center. People generally bring in samples of diseased and otherwise damaged plants, but sometimes they come

to the trailer to chat about their plants, politics, and the weather. In addition to funding and staffing for the mobile plant unit by the Agricultural Extension Service, the National Park Service, also interested in urban plant problems, co-sponsors the project.

Horticulture Information Center

Among the many tasks of the Horticulture Information Center are providing information on suitable plant varieties, proper time for planting and harvest, preparation of soils, methods of culture and pruning, and identifying plant samples. Its phone answering service receives at least 5,000 calls a month during the peak growing season, plus another 50,000 inquiries. Many of the calls deal with forest, shade and ornamental trees, plant diseases, vegetables, turf and urban forestry. Here again, phone answers and publications usually solve the gardener's problem. Other times, consultation with the other clinics and specialists on the campus solve questions.

Additional information and education

Extension specialists at the university also use a wide variety of printed material, working closely with the mass media to bring important information on gardening to the public. The Agricultural Extension Service offers approximately 100 different publications on gardening and related topics that are of interest to city dwellers. The Department of Information and Agricultural Journalism not only produces articles on gardening for newspapers and magazines, but also sends 5-minute and 1-minute recorded interviews to radio stations throughout Minnesota.

Still, home gardeners contact their local county Extension offices for answers to their yard and garden problems. For better two-way communication between the three campus clinics, the center, and the counties, all Extension personnel involved regularly hold telephone conference calls. The

conference calls involving Extension specialists and county staffs in the metropolitan Twin Cities area (where about half of Minnesota's population lives) share common concerns and answers to specific gardening problems.

The Minnesota Agricultural Extension Service also produces a weekly television program—**Yard'n Garden**—aired on educational and commercial stations throughout the state during growing season. The program features Extension specialists answering current questions on insects, diseases, weeds, and general gardening sent in by viewers.

Through a call or letter to the three insect and plant clinics in Minneapolis, an article in any Minnesota daily newspaper, the latest **Yard'n Garden** TV show, or a visit to their neighborhood shopping center—Minnesota gardeners can learn from the many-faceted Agricultural Extension Service program just how to solve their garden and yard problems.

Other states have also tried programs similar to Minnesota's with varying degrees of success.

In Texas . . .

In Texas, Harris County Extension Horticulturist William D. Adams said increased demand has made "our ability to offer individual telephone service more and more limited." Adams spends about 8 hours a week answering telephone calls. During the peak growing season, his office receives as many as 100 phone calls daily.

Taped telephone messages also help, Adams said. They use an individually controlled tape answering system that allows the office secretary to answer some 30 common questions. Each response is followed up with bulletins and fact sheets. Last year, about 15,000 requests — averaging four bulletins each — were processed by the Harris County office.

At Fort Worth, 2-minute recorded tapes are used after working hours to provide timely information on horticultural problems. In Dallas, Extension Horticulturist Robert Moon said approximately 30,000 people used their taped phone service last year.

In Colorado . . .

In Colorado, it's another story. Colorado's Jefferson County Agent Jim Adams reports that in 1960, three

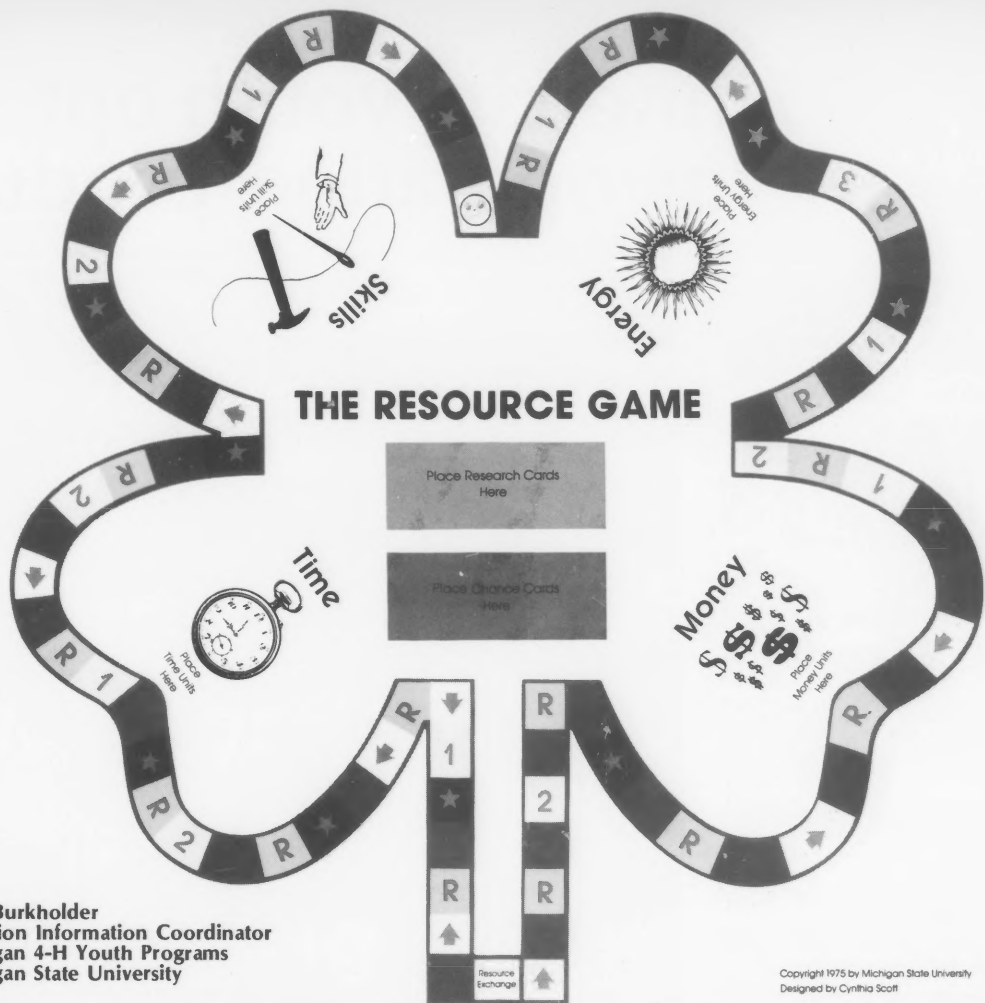
Denver area counties had incoming lines with a 1-minute recorded horticultural message. The service was eliminated after 3 months, even though it was logging upwards of 1,400 calls a day.

In Vermont . . .

Vermont's horticultural phone service became a budget victim. Extension Editor Tom McCormick said, "We ran a low-cost simple service that did what it was supposed to do — reach people with factual information, but it was a low priority item so was dropped after being used only one summer."

In New Jersey . . .

In the "Garden State," eight counties using a horticultural telephone service find it most successful. Each county has a horticultural consultant that handles each call personally. In addition, Bergen County also uses a tape-recorded phone message, in operation since 1958. Agent Bill Oberholtzer said Bergen County received more than 9,000 calls on the system in 1976. Nearly 6,000 other calls were handled by the county's consultants, who accept calls 3 hours a day, 5 days a week. Essex County, which serves a highly populated area, received more than 33,000 telephone calls last year. □



by
Tony Burkholder
 Extension Information Coordinator
 Michigan 4-H Youth Programs
 Michigan State University

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 Designed by Cynthia Scott

Games are normally a means of relaxation or competition, but in Michigan's 4-H program, games are part of a **MYSTERY**.

The new 4-H **MYSTERY** (Manage Your Skills, Time, and Energy Resources Yourself) series is a collection of leaflets, "how to" learning activities and simulation games that teach youth and their families resource management and decisionmaking.

The series, designed to aid leaders in teaching management skills to youth of all ages, includes two simulation games. The Resource Game is a general introduction to basic management concepts. Players learn to make the best use of their time, money, skills and energy to reach their goals.

"Playing the games gives kids a chance to learn and use management skills without the fear of real-life consequences," said Mary Johnson, the 4-H project's coordinator.

Simulation games are only one part of the **MYSTERY** series, which also examines management in

relation to consumer buying, energy, and food.

For example, in the "foods" unit, members experiment with different brands of foods, comparing actual numbers of servings, appearance, texture, and taste, before deciding which purchase is best for them.

The "energy" unit shows how to use energy from the sun, how to figure the number of kilowatt hours used in operating certain appliances, how to save water, and how to conserve energy used in automobiles.

The series offers additional experiences in planning, buymanship, shopping, and understanding one's own values.

Additional information and brochures on prices of the games and leaflets are available from the Extension Service at Michigan State University (MSU). Write to the Extension 4-H office, 175 Anthony Hall, MSU, Lansing, Michigan 48824. □

Innercity youth opt for operation produce

In the shadow of giant steel mills, oil refineries, busy freeways, sprawling apartment complexes, and teeming business areas, 40 East Chicago, Indiana, youth marketed fresh produce at four community centers last summer.

The project, begun in 1975 by Charles (Chuck) Williams, a Lake County Extension agent—youth is called **Operation Produce**.

Its many objectives include:

—acquainting innercity youth with the growing and marketing of farm produce

—providing a service to the community, and

—establishing a rapport with young people who may later become 4-H community and youth leaders.

"Support and cooperation by six other agencies in the metropolitan Chicago area is a major factor in the success of **Operation Produce**" said Williams.

Participants, all teenagers, range from high school freshmen to college students. Although identified with the East Chicago Federal Comprehensive Employment Training Act (CETA) program, the youth were under the supervision of Extension Agent Williams.

"Prior to launching **Operation Produce '76**, the youth had a 10-day orientation period," said Williams. "They visited the produce farms in Lake County with whom they would be doing business—seeing first hand the labors of the farm producers. The teens also learned to pick and handle, wash and care for the produce.

"But much of this intensive training period dealt with basic business operations," he continued. "The youth also learned



Youth unload vegetables . . . and weigh them carefully to sell to innercity customers.

about accounting, bookkeeping, budgeting, purchasing, record-keeping, and sales. After all, it was to be their business operation for a 6-week period."

On July 6, **Operation Produce** began actual operations. In the few days before, the teens visited all the neighborhoods surrounding the four community centers taking produce orders. That first week, they wrote \$1,100 in orders.

Next, they transported the produce from the farms to the centers. After weighing, bagging, and pricing it, the teens made their first deliveries.

Each teenager participated in all phases of the operation—switching during the weeks so that each received experience in sales, purchasing, transporting, weighing, packaging, delivery and collecting, and most important of all . . . in

by
Ed Kirkpatrick
Information Specialist-News
Ag Information Department
Purdue University



the financial picture.

"Although we weren't overly concerned with making a profit," Williams said, "We didn't want a huge deficit either. It was important that the youth learn that a business must be able to pay its bills. So they maintained a debit-credit ledger with balance sheet throughout the operation.

"During our first venture in 1975, we sold produce only from stands,"

Williams added. "Without freezer or storage facilities, we soon learned about spoilage. In 1976 we shifted to taking orders and making deliveries, although we still continued some over-the-counter selling."

Market days were Monday, Wednesday, and Friday. The other 2 days they took produce orders.

"Since the project was set up to provide experience and education rather than profit, we gave

our customers the best prices possible," Williams said. "The word soon got around. As early as January 1976, people began asking when we would be in business again."

Although white potatoes and greens were big sellers the first week, all kinds of seasonal produce were ordered. Top sellers included green beans, cabbage, peppers, sweet corn, onions, tomatoes, celery, sweetpotatoes, watermelon, cantaloupes, carrots, and some fruit.

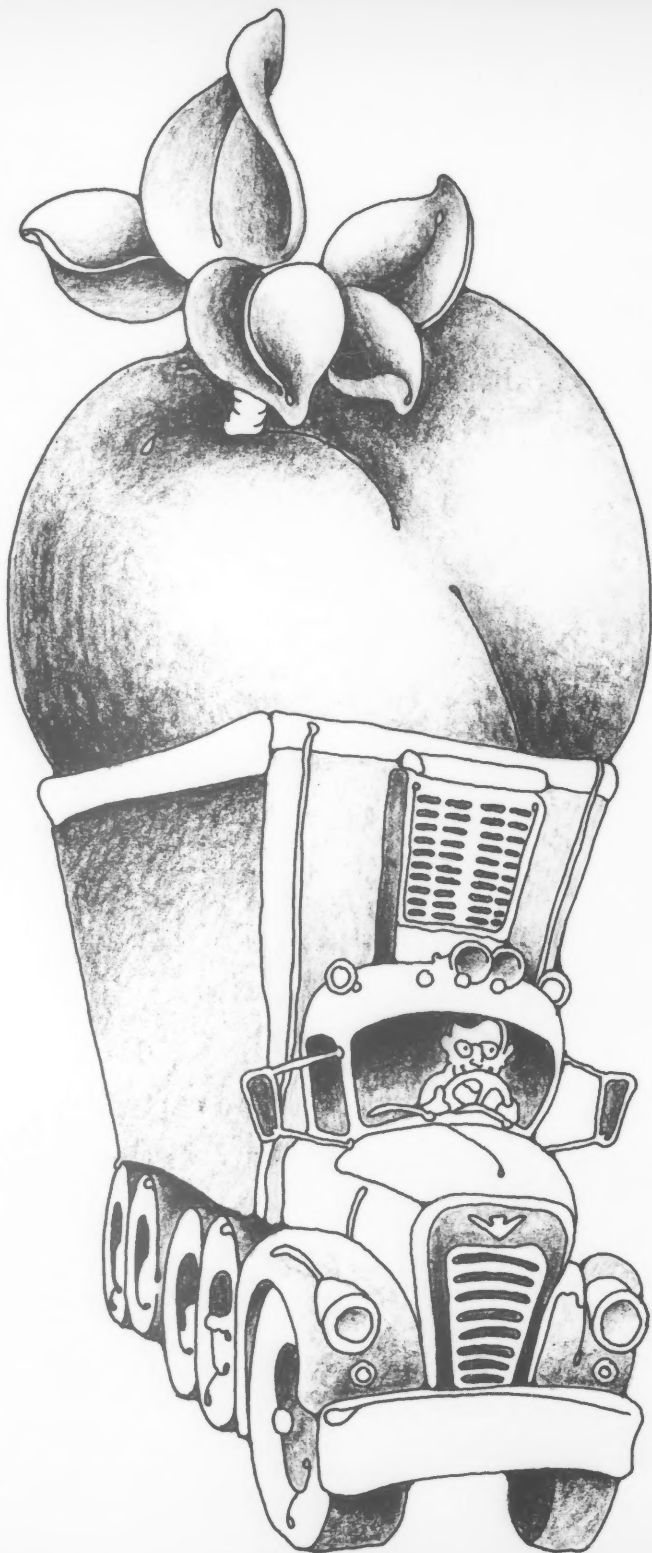
At each of the four center sites—Penn, Martin Luther King, Roberto Clemente, and Bessie Daniel Owens—seven or more youths worked the transportation vehicle and stands.

The other agencies cooperating in **Operation Produce**, supplied either transportation, facilities, or some other necessity. Besides Extension, they included the Twin City Community Services, Lake County Economic Opportunity Council, Project Area Committee, the East Chicago Recreation Department, the East Chicago Health Department, and the Federal Projects Office in East Chicago.

"We've also had tremendous cooperation from our commercial farm producers," Williams added.

Although the agent sees the project already fulfilling two of its goals—service to the community and informal education, he still hopes for the biggest payoff of all—the development of 4-H leaders who can assist other inner-city youth in similar projects.

Or, to put it another way—still greater youth involvement, greater community service, and tons and tons of more produce all summer long! □



The saga of the Peach

by
L. Randy Peele
Assistant Director
Public Service Information
Cooperative Extension Service
Clemson University

Three members of the Clemson University Extension information staff and Extension Marketing Specialist Ansel King followed a truckload of South Carolina peaches to their final destination in Norristown, Pennsylvania. Our goal was to observe and film the marketing system and, specifically, to find out just who would profit from the sale of the big 1976 peach harvest. Our saga begins at the L. D. Holmes' peach orchards near Edgefield, S.C., at peak harvest time.

Surprised at the size of the L.D. Holmes farm, I saw his orchards stretch for miles along the highway in Edgefield County with a \$1.5 million packing house located near Johnston.

Clemson Extension Marketing Specialist Ansel King said Holmes is one of the largest among some 150 growing and packing operations in the state. He employs 400-500 workers during the harvest season—evenly dividing these between pickers and packers.

The first and most profit goes, of course, to the grower. Whit Gilliam, Extension leader for Edgefield County, estimated the peach crop worth in excess of \$35 million annually to peach growers in South Carolina. Approximately \$10 million alone goes to growers in Edgefield County. Holmes is one

of the five big Edgefield growers.

His Sunhigh variety peaches were ripe, and the pickers were in the field when we arrived. Although a few locals were among the pickers, about 90 percent of them were migrants. Profits for pickers vary according to how diligently they approach their jobs, said Crewchief Joseph Brown. Brown, a public school teacher in Miami, except during summers when he supervises a migrant crew, said pickers earn 40 cents a bushel.

"A good crop and working conditions mean good money for pickers," Brown said. "Last year we had to hunt for a peach to pick, but this year everyone is making good money." He said a worker willing to put in long hours could earn \$200 a week in good weather. It had rained the 2 previous days—a period in which they earned nothing. Conditions for the pickers, according to Brown, were as good at Holmes' labor camp as anywhere else.

About 200 workers at the packing house were mostly local high school students taking advantage of peach-crop summer jobs, earning \$2.10 to \$2.30 an hour.

Brown said no workers at L.D. Holmes' orchards were unionized. Of those on the originating end, the grower profits most, the crewchiefs profit very well, and the migrants eke out a living. Packing house workers fall somewhere in between.

Extension leader Gilliam said the initial \$10 million crop value was turned over at least seven times before the money left the county.

Within hours after picking, the peaches are cooled in water to about 40 degrees and stored in a cooling room until they're put on the packing line. The packing process—cooling, grading, and packaging—might take 2-3 hours, Extension Marketing Specialist King said.

The fruit is sized automatically and culled by hand. An inspector at the end of the conveyor line spot-checks each peach for size,

defects, and an internal temperature that should not go over 45 degrees before loading onto a truck.

There were three fruit brokers working out of the Holmes packing house. Employed by a Florida firm, they knew the market extensively. In daily contact with buyers for food store chains and independent wholesalers in the populous Northeast, these brokers got the best price available for Holmes' peaches.

Broker Russ Hodson said his company was paid up to, but usually less than, 8 percent of the sale price for brokering various types of fruit. That particular day peaches sold at \$6.00 a three-quarter bushel package of two and one-quarter inch diameter fruit. "Not a bad price," King said, "considering the large volume of this year's harvest." The brokers also work for a salary.

After the fruit was sold, a truck broker arranged transportation. Clayborn Hall, himself a former truck driver, had a list of trucking companies he worked with. Hall contracted a company out of Clinton N.C., to haul the load our Extension crew intended to follow.

The buyer pays the truck company which, in turn, pays the truck broker 8-10 percent of the shipping costs that vary with distance. Our truck, as it happened, was bound for Philadelphia; a distance that cost the buyer, a supermarket chain, \$950.

Hall's company received some \$100 for contracting the load. The driver received \$217. The trucking company's gross, cut to about \$650, is not yet clear profit. Hall said expenses for the roundtrip to Philadelphia could be as much as \$225 for fuel and other variable costs. Fixed expenses for the truck, including insurance and road taxes, might reach \$1,800 a month. The driver and his company apparently were not getting rich off Holmes peaches.

Our trip to Philadelphia was far from uneventful. We left Edgefield County in the middle of the after-

noon, stopped to sleep, and took off early the next morning. The day was June 30, preceding the Bicentennial Fourth-of-July weekend. Feeling quite patriotic, I climbed into the cab pulling the refrigerated load of peaches.

At a weigh station in Wilson, N.C., the Extension camera operator got out of his car to shoot film for television release. The weigh station officer, as the driver and I were told when Extension Marketing Specialist King finally caught up with us, decided there might be something wrong with making movies. We didn't know if they (King and the camera operator) were under arrest or what. The officer called his boss who said there was nothing wrong with taking film for such a good Extension Service cause and set the journalists free.

After that scare, because the peaches couldn't wait for anyone to be bailed out of jail, little else happened on our journey North.

Riding in the truck was far from boring. The enlightening C. B. conversations of Driver Ralph Smith were interesting, even though he denied he was, in C.B. lingo—a "ratchet jaw." The problems of truckers are numerous, including legal requirements, and long and arduous trips. Smith, no Frank Converse, said the life of a driver was far too dull to make a good television show. He did want to be on TV though, and said our accompanying him was the next best thing to his C.B. radio for keeping his mind occupied. Boredom is Smith's chief adversary and the C.B. his best weapon.

We arrived at our destination around midnight, but we were not scheduled to talk to the buyer until morning. The distributing center, one of four in the city owned by the supermarket chain, supplied produce to 209 stores from Cape May, N.J., to the Poconos. This one particular center had about 350 unionized employees, earning \$6-\$7 an hour.

The distributing center resembled a fort under siege. The



Marketing specialist Ansel King tosses culls on a conveyor at the L.D. Holmes' peach packing shed in Johnston, S. C.

kids who live in the surrounding tenements are the enemy. When we arrived, a guard handed us a slip of paper that read, "our company is not responsible for any loss resulting from theft." Unarmed guards were posted inside the building. Parking lots were fenced and guarded. Months before, a group had staged a raid, carting off boxes of food and clubbing the shift supervisor unconscious when he tried to stop them.

Obviously, I did not venture outside in the dark.

At 5:30 a.m. the next morning the supermarket buyer, David Urner, came in to talk to us. He noted the excellent quality of the

Holmes peaches, picked close to full ripeness for flavor and texture. What he said was true, although I don't think he knew that our TV audience would include few of his company's customers.

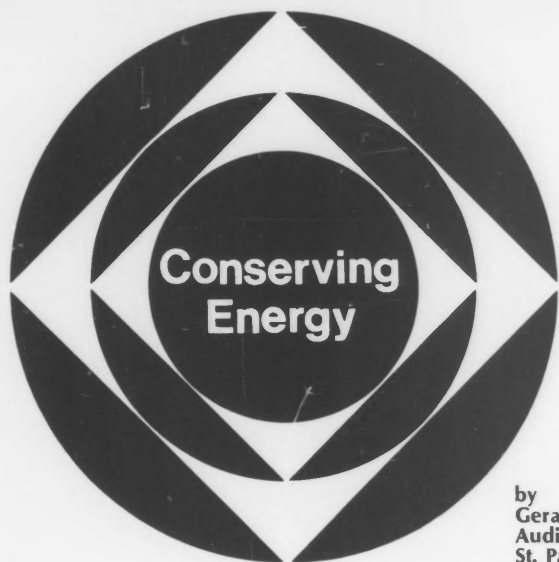
At 5:45 a.m., a call came over the public address system for the driver of the peach truck, Smith. His truck had been broken into and his C.B. radio stolen while the trailer was being unloaded. The radio was worth \$350, he said. This particular 3-day trip had earned him only \$217 after his loss.

It was then July 1, 1976, and I no longer felt patriotic. The City of Brotherly Love, seen through eyes not closed for more than 24 hours, was where I least wanted to be.

But, our filming job was not finished. Our Extension crew went to a supermarket in Norristown, Pa., to watch someone buy some of Holmes peaches and record this transaction on film.

A woman named Dianna Pizza bought some and agreed to have her picture taken for television. Pizza paid 39 cents a pound for the peaches, money that would support L.D. Holmes, pickers, crew-chiefs, packers, brokers, truckers, warehouse workers, buyers, store clerks and, indirectly, Extension Service journalists.

She said the peaches were delicious. She got a lot for her money. □



by
Gerald McKay
Audio Visual Consultant
St. Paul, Minnesota

Solving our national energy problem starts at the local level. A number of state and county Extension offices have initiated programs and developed educational materials in energy conservation and management.

In 1974, to intensify such efforts, ES-USDA and the University of Florida at Gainesville began a special project to plan and develop an energy conservation and management program for the Cooperative Extension Service. Today all 50 states have received and are using or incorporating into their own energy programs, the materials from this special project. Pat Shackelford, from Oklahoma State University, served as coordinator with Gerald McKay, formerly on the Extension staff at the University of Minnesota as audiovisual consultant. The project was a team effort of the university agricultural engineering department, the editorial department, and the Extension staffs in agriculture, home economics, and 4-H.

During 1974 and 1975, Shackelford, McKay, and James Ross, assistant dean for agricultural programs, visited 44 county Extension offices, discussing needs for energy information. From these visits, they learned that agents saw a need for fact sheets, slide sets, flip charts, plus any other materials they could use with their clientele in conserving energy.

The trio returned to Gainesville, worked with the editorial and other Extension departments, and began developing those materials the county agents felt they needed most.

Fact sheets

Forty fact sheets with such diverse titles as "Solar Water Heating for Greenhouses," "Tractor Tune-

ups Save Fuel," and "Fuel and Fireplace Facts" were tested in Florida and then developed into finished products. Camera copy of each of these fact sheets will have been distributed to all Extension offices by May 1977.

Slide sets

Seven color slide sets with narration on cassette tapes and printed script booklets were produced: "Fuel and Farm Machinery," "Checking Your Energy I.Q.," "Solving the Energy Problem—A Family Affair," "Understanding the Energy Problem," "Laundry Techniques to Save Energy," "Building and Remodeling to Save Energy," and "How to Cut Your Electric Bill."

The seven slide sets and accompanying brochures have now been distributed to all Extension state staffs. John Thorne, Extension editor at Florida, said, "Several utility companies are using these slide sets as part of their community customer programs with great success."

Exhibits and flip charts

Materials on how to prepare exhibits have also been distributed statewide. A set of 21 flip charts showing energy consumed by appliances is now available from the state leader responsible for energy in each Extension state office.

For additional information on the energy materials, write to the Editorial Dept., McCarty Hall, IFAS, University of Florida, Gainesville, 32611.

The materials produced by this joint ES-USDA project will add one more bit of support to the solution of our national energy problem. Extension workers throughout the country have an opportunity to help. □

Texas press day lightens media load

by
Ovid Bay
Director of Information
Extension Service-USDA

"I've been coming to the Texas Agricultural Extension Service Press Day for 6 years and they keep getting better every year!" exclaimed Roddy Peeples, voice of Southwest Agriculture Radio Network, San Angelo, Texas. Peeples serves 66 stations across Texas.

Other media representatives among the newspaper, radio, television, and magazine staffers also drove and flew to the College Station main campus of Texas A&M University. They preferred this opportunity to interview specialists, and attend two panel briefings (agriculture and home economics) to setting up their own schedules for a campus visit. Here's why:

James E. "Monk" Vance, **Fort Worth Star-Telegram**, said that the briefings gave him leads to develop, introducing him to new Extension staff and what they were doing months—and even years—before he would have found some of them on his own. The press day also gave Vance an overview of key subjects that would have been difficult to accomplish on his own.

Ray Villandry, **KRIS-TV**, Corpus Christi, interviewed 18 specialists for seasonal use during the next several months. "The way press day is organized saves me a lot of time," he stressed.

Del Deterling, Southwest editor, **Progressive Farmer** magazine

summed up:

"The number one benefit to me is the opportunity in 1 day to talk to several Extension specialists from around the state and to check on concepts and trends in an area as large as Texas."

The press day also included a reception banquet and press breakfast. This year, 45 members of the press and 13 public information representatives from agencies and organizations attended. Here's the way the Texas staff organizes press day:

- An advance interview list of potential Extension specialists and their subject specialties—along with an interview checklist to be returned—is mailed to media representatives along with an invitation a few months before the event, which is usually held in January. This year the checklist included 194 subjects.

- A total of 29 media representatives returned their checklists so that desired schedules for interviews could be arranged before they arrived. Others requested interviews as they arrived. The 280 interviews made at the 1977 press day breaks down this way: 115 radio (2-to 5-minutes each), 69 television, 59 newspapers, 35 magazines, and 2 specials.

- Bill Tedrick, Mary Mahoney, Jim Whitman and the rest of the Texas communications staff set up interviewing rooms, including electric outlets for equipment and lights. The media visitors stay put at the interview area, while the specialists—following a master schedule—arrive at the right room at the prearranged time for each interview.

- A special press day packet provides background material on program segments presented by specialists, plus other timely information.

- A panel of experts covered two briefing sessions entitled: "Food and Fiber Policy Issues—The Carter Administration", and "Family Living Outlook for 1977" with a question-and-answer ses-



Television cameras got a heavy workout at the press day. Here a member of the agricultural communications staff shoots an interview between Horace McQueen, KLTU-KTRE-TV, and Edward Uvacek, Extension livestock marketing specialist.

sion following each one.

This year at the banquet a panel of three representatives from national media associations discussed "The Agricultural Media—Issues and Answers." Other years, banquet speakers have discussed key and timely issues of interest to the media.

After the press breakfast the next day, media representatives and Extension specialists attended presentations by staff members in agriculture, home economics, community resource develop-

ment, and 4-H. This program summarized key subjects such as: A new technique for administering vaccine for fowl cholera prevention in turkeys, methods for securing doctors in rural areas, and the latest information on flame-retardant clothing.

The Texas Press Day originated in a session some 10 years ago when Murray Cox, from the **Dallas News**, suggested to John Hutchison, Extension director, (now retired) that a press day would save the media people some time

and also be useful to the Texas Extension Service. Hutchison and the Extension staff initiated the idea. It was instant success!

"This press day is an effort to let you in the mass media field know more about what we in the Extension Service do," said Daniel C. Pfannstiel, director of the Texas Extension Service.

"Pleased with the response by the media and the continued use they make of the material presented at our press day, we plan to hold another one in 1978". □

Down to Earth— cartoons for canners

by
Erna Carmichael
Consumer Marketing Agent
and
Mary E. Mennes
Food Administration Specialist
University of Wisconsin-Extension

Each year, more and more home gardeners grow tomatoes, cucumbers, and other vegetables in their backyards. The demand for timely, interesting and effective Extension information on food preservation and safety increases. In their "Down to Earth" cartoon series, Wisconsin has developed a unique and popular method of meeting this need.

Reaching consumers through mass media is often the quickest way to get your food preservation information out in the shortest possible time. If you have a different "angle" and prepare your material creatively, you will get results.

In Wisconsin, the "Down to Earth" cartoon series met these requirements—receiving food preservation coverage in 28 dailies and 22 weeklies, or a circulation of more than 975,000 people the first year it began.

A program planning committee of Extension home economists from throughout Wisconsin and state food specialists, conceived the idea for a cartoon and news release series in early 1974. While considering methods for creating public understanding about the major issues in food quality and safety, high on their list of urgent concerns was safety in home food preservation. Continuing inflation and rising food prices had led many families who had done little or no home gardening or canning to look

to these methods of reducing food expenses. This trend is still rising in 1977.

The committee was faced with the question: How could accurate information be delivered to a wide segment of the public in an interesting as well as informative way? Humor seemed the best answer—that element so often present in do-it-yourself dilemmas.

With the aid of a small group of Extension home economists from metropolitan and rural counties and the food administration specialist, the project got underway. Their first challenge was finding a cartoonist capable of using the humorous aspects of food preservation. She needed a vehicle which would focus attention on the technical information needed to preserve foods safely and economically. In Cissie Peltz, a freelance cartoonist, they found this talent. Aware of the great teaching impact of cartoons, Peltz was intrigued with the idea of combining a cartoon with a related news release. A home gardener herself, she knew the problems encountered by first-time canners. Her style of cartooning—family-centered and contemporary—was just what the committee wanted.

The next step was to select subjects most critical to success and safety in home food preservation, and to identify humorous situations relating to each subject. The committee held a "punch line" session and provided Peltz with a list of possibilities.

Timing was important. Peltz delivered 10 car-



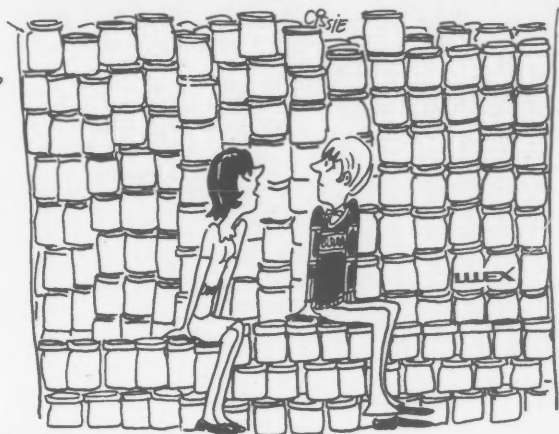
"WHICH IS IT—THE SEPTIC TANK
OR THE SAUERKRAUT?"



"DOES IT HAVE A CYCLE FOR BLANCHING CORN?"



"O.K., NOW WHAT ELSE CAN WE DO WITH TOMATOES?"



"I JUST PUT UP GRANDMA'S RECIPE, BUT I GUESS GRANDMA HAD A PANTRY AND FRUIT CELLAR..."

toons to the committee in 2 weeks. The Extension Food Administration Specialist and committee members wrote accompanying news releases. The Home Economics Information staff in the Agricultural Journalism department at the University of Wisconsin handled final editing and cartoon reproductions. In 2 weeks, the initial cartoons were completed, and the first set of articles and illustrations were released.

Although usual distribution of statewide releases is by direct mail to daily newspapers or to county staff for distribution in weeklies, the committee also sent these releases to each Wisconsin Extension county home economist. She, in turn, personally contacted the daily and weekly newspapers in her county.

Extremely pleased with the releases, several editors printed other related stories accompanying the food preservation cartoons, or used them as the central focus of a food section.

Extension home economists discovered other uses for them. Some made slides and overhead transparencies of the cartoons for use in food preservation workshops and on television, or made large posters from them. Many Extension home economists used the news releases as radio scripts. From the response of these Wisconsin Extension home economists, the initial \$500 investment to develop the first series of 10 cartoons had multiplied its worth many times over.

Using the same format, a similar series was developed and released on money management in January 1975. Because there was a continuing need to deliver food preservation information, a second series on food preservation subjects was created and released in the summer of 1975. The next 2 years, several other states, including Oklahoma adopted the cartoon idea in their food preservation programs.

How does the committee summarize this effort?

"A unique and exciting approach to a subject that's been part of the Extension home economists' job for years" ... "fast delivery to a vast audience" ... "low cost and low time investment for a major impact" ... "excellent, simple, and delightful way to get points across quickly to the consumer needing the information." □

(Editor's Note: Several of the cartoons are used to illustrate this article. Additional copies and information are available from Wisconsin.)



"WELL, MRS. PIPER, PERHAPS YOU SHOULD TRY SUGAR FREE CANNING THIS YEAR..."



People and prosperity challenge Extension planners

by
Fred Obermiller
Extension Community Development
Specialist for Economic Development
Oregon State University

How does a region harness the resources needed to promote orderly growth while dealing with a failing water supply?

Extension agents from three rural counties in northeastern Oregon, and Oregon State University Extension specialists and researchers, met in 1974 to develop a unified response to new problems. Morrow, Umatilla, and Gilliam counties were beginning to feel unprecedented growth pressures resulting from the rapid development of intensive, irrigated agriculture in a traditionally dryland wheat area.

To service an expanding agriculture, farm supply firms were moving into the region. Food processors were building huge new plants. Income, employment, and population were rapidly increasing. New irrigation developments were planned, and in the bustle of growth, businesses and industries seemingly unrelated to the agricultural base were planning to locate in the once sparsely settled and arid plains.

Growth was straining the basic fabric of the society and the environment. Communities could not house the new residents. Service systems were often inadequate. Even the seemingly limitless resource responsible for the newfound prosperity—water—was becoming scarce as ground water was depleted.

Citizens were asking "How do we cope with growth?" They needed information on potentials,



Project Leader Frederick W. Obermiller discusses alternatives for rural development with a group of area residents . . .

alternatives, and the consequences of growth. Oregon Extension agents, specialists, and university researchers sought answers.

Within 2 months, a broad program had been formulated to provide area residents, farmers, business people, and officials with the needed information.

In January, 1975, a project com-

was provided by a project team of more than 20 county agents, specialists, and researchers, under the leadership of Extension Resource Development Specialist Frederick W. Obermiller. Questions raised by residents of the impact area, public officials, and interested agency representatives have been answered:

- What are the pricing alter-

public services demanded by new populations, and how can needed services be financed?

The Extension education program accompanying the project is both formalized and innovative. A wide variety of communications techniques—including narrated slide-tapes, factsheets, news releases, teaching packages, displays, and tours—are being used to inform and involve citizens, organizations, and agencies. Existing Extension clientele as well as new groups are being addressed. One full-time agent, five other county agents, and nine specialists have been involved.

Results of the integrated Extension education and applied research program:

- A group of 450 farmers have organized, selected a county agent as their coordinator, and donated almost \$200,000 toward development of a new source of water.

- Engineering and financial consultants have been retained to help design a massive irrigation system to draw water from the Columbia River and distribute it through 50 miles of canal and pipe, relieving area farmers of dependence on wells.

- Oregon has created a special task force to coordinate state efforts for providing services to the impacted counties and communities, retained a full-time task force coordinator, and revised agency priorities to be able to provide assistance.

The Extension-led rural development program does not claim full credit for the progress made in helping people cope with growth in the northern Columbia River basin counties. But Ted Sidor, Oregon Extension assistant director for county programs, believes that the Northern Columbia River Basin Rural Development Program has been a success because:

"... As a university we have been able to harness the resources necessary to promote orderly, sane economic growth." □



... and captures the attention of a local farm couple.

binning elements of research, extension education, and technical guidance was presented to a group of local leaders. Their enthusiastic response led to special funding by the Oregon State University Extension Service and the Department of Agriculture and Resource Economics, for a short-term effort to define the dimensions of the failing water supply.

When this effort succeeded, a sizeable grant from the Pacific Northwest Regional Commission underwrote a program that has captured the attention of the local people, state agencies, and the general public.

Detailed, pertinent information

natives for irrigation water, and what are their relative merits?

- Can ways be found to economize on the use of water and other scarce inputs?

- What changes in agricultural output may be anticipated if more or less water is made available to area farmers?

- What impacts on the local economy, family income, and employment can be expected from agricultural and industrial growth in the three counties?

- Can we project future changes in population that will accompany economic growth?

- Where will new residents live?

- Will communities provide the

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people and programs in review

WHAT MAKES A REVIEW ARTICLE?

Ken Copeland, an Alabama Extension editor, made one of the best statements we've seen lately on what an **Extension Service Review** article is all about, when he wrote to a county home economist:

"Mildred, what it all boils down to is this: When you're talking about an **Extension Service Review** article, you're saying, I have found a method that's unusual and it's really working for me. I believe other agents throughout the nation might want to give it a try. In this article I'm going to try to convince them to use my method.

"Here is my suggested approach to such an article: Assume you have just met a county agent-home economics from Washington State." She says, "Mildred, I hear you're using something different in EFNEP. Tell me about it. How is it helping people? Where did you get the idea? How did you get the program started? How does the program work? How does it tie in with the EFNEP program?"

If you have a good program or good idea that you'd like to share with your counterparts across the country, try writing it up so that it answers Ken's questions. It will probably make a good **Review** article that will help many other Extension workers.

**EXTENSION
SERVICE
review**

U.S. Department
of Agriculture
July and
August
1977

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EXTENSION SERVICE review

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July-August, 1977

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Secretary of Agriculture

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Does Extension Need TV Spots?

The answer must be a resounding "yes." We need mass TV exposure more than ever to inform the public about programs Extension has to offer. TV can reach more people for the time invested than any other mass medium. A regular schedule of TV spots gives Extension an awareness base—a potent visibility tool with continuity instead of a hit-and-miss effort.

Many agents struggle as did Georgia Extension agents, trying to find time to do good half-hour TV programs. Other states have spent hundreds and sometimes thousands of dollars making a few highly polished TV spots. The return seldom merited the time and money spent.

Then Georgia pioneered an efficient idea. Involving both agents and specialists in programming scripts for short TV spots, the information staff supported them with professionally prepared TV visuals.

Are TV spots effective? After 3 years and up to 100 percent increase in some county budgets, a lot of Georgia agents think so.

All the Nebraska agents who have produced TV spots for the first time feel they got more for their investment and are anxious to do it again.

Georgia has given Extension a timely system now being introduced and adopted across the Nation as reported in this issue.

—Ovid Bay



HOW WILL IT LOOK IN PRINT? Will it fit on Extension office doors, stationery, and maybe even T-shirts? This is the question being considered by Pat Loudon, *Extension Service*

Review editor, and Gary Nugent, ES program leader, who originally designed the new logo for use on television.

all come together in the final composition seen here in the above picture. Nugent says this is to create a curiosity effect accompanied by electronic music. Next, the word "The" pops on, followed by "Extension" which starts small in the center of the rectangle and grows until it flashes, extending to fill the rectangle. Finally, the word "People" pops on, but that's not all.

Gary felt that the image of Extension should appear to be as human as possible, since we're in the people business and that our main resources are also people. So, in addition to the title, graphic legs and feet appear under the letters "People." For the "grand finale," the word "People" walks off the screen. Nugent feels this creates less of a bland institutional image, causes a chuckle, and leads directly into the next scene, which is almost always an Extension person on the TV screen.

Voice identification for any local Extension office can be simply added to a TV spot or program by using a local voice when the production is recorded. Only music and visual action are seen and heard while the logo plays.

Further provisions were made for local visual identification. First, the logo was shot against a black background. This means that it can be superimposed over any other picture or TV visual. The end tag was designed with the logo in the bottom half of the TV screen. This leaves the top half free for university or county names to be superimposed during the master taping. Some states may want to add their own visual identification plus voice announcement.

What about printing the logo? Print layout was considered in the design. The horizontal layout enables the logo to be used on letterheads, office signs, newspaper columns, etc.

As you watch the "Extension People" march across your TV screen, think of what you might create at 4 a.m.! □

The "Extension People"... a 4 a.m. creation

What do you put at the beginning and end of a TV spot that is catchy, creative, and can identify Extension all across the country? "It can't be done," said many Extension veterans who know the individual differences across state lines.

After a few days and nights of brainstorming with other members of the information staff, Gary Nugent, ES-USDA program leader for educational and electronic media, woke one morning at 4 a.m. with a solution—an animated logo. He jotted the idea down, stayed up and developed a plan, then turned up next morning to show his idea to the staff and get their feedback.

Designed originally for short TV spots, some states already like

the animated logo so much, they plan to use it as a title for their longer TV shows. Nugent said he also designed it so it could be used on signs, publications, or even to introduce Extension staffers at meetings, such as "We have one of the 'Extension People' with us today" or "You've seen them on TV and now here they are in person, the 'Extension People'." Featured on the cover of this issue of the *Review*, the logo is also a natural for calling cards and 4-H T-shirts!

Although you can see the logo here, how does it look as it comes on the TV screen? First, the rectangle appears—something like the "Monday Night Movies"; a series of multicolored rectangles appear from off the screen until they



Finally — prime time!

by
Betty Fleming
Information Specialist-HE
Extension Service-USDA

For years, most Extension educators have recognized the value of TV. Many have invested time and effort, but few have done TV spots seen at prime time on commercial stations.

Being seen on the TV "big time" means you've got to look professional enough for the *Today Show* or *The Johnny Carson Show*, after the evening news, or during a break in the evening movie. The advertiser who might have bought your time would have spent thousands of dollars to present a message. That advertiser probably would have hired a highly trained actor or actress—a well known personality—to sell the service or product.

Georgia's Spots Reach Millions

Today, Georgia Extension is reaching 80 percent or

more of their state's television viewers. How? Agents supply local, commercial stations with seven different 60-second TV spots each week—packed with timely, useful information. Also, these spots get on the air at prime time regularly—shown as many as four times daily!

Each 60-second Georgia TV spot contains a standard animated introduction to identify it with Extension. A 43-second message from the agent is backed up with three or four 35-mm color slide visuals, and a closing visual referring viewers to their county Extension Service for more information.

Local Agents Support Spots

What time and effort do these spots require at the local level? Let's see what two Georgia Extension

home economists say:

"I tape four spots about once a month," says Doris Belcher of Columbia County. "Scripts are mailed to me from the state information staff. Sometimes, I practice by taping myself on audio tape so I can hear what I'll sound like on TV. Then, all I have to do is drive to the studio and tape the spots—taking about 1½ hours of my time including travel."

Diane Statham of Muscogee County says, "I'm on the state committee that writes the scripts. This takes about 3 days a year. I tape four spots about every 6 weeks, spending a half day in preparation (reading and timing). The actual taping takes about 1½ to 2 hours. All I have to do is show up at the studio, use the prepared scripts, and that's it."

TV Exposure Pays Off

"There's no doubt that we're getting more requests for information," says Belcher. "We gave directions for cleaning furniture on one spot. Months later, people were still calling for additional information".

"Consumers recognize you on the street," says Statham. "When talking to a group, they have some idea of who you are. Some of our new group contacts are direct results of our increased TV exposure. Civic groups really know we're alive now."

A TV Director's Opinion

What does one commercial TV public service director in Atlanta think about Extension's 60-second spots? John Cone of WSB-TV has worked with Extension TV programming for 8 to 10 years. "The new TV spots show off Extension agents in a much more professional way than previous efforts," says Cone.

WSB-TV reaches the most highly populated, urban area of the state. Unlike smaller stations where TV taping assistance may be limited, Cone personally coaches the agents as they tape their spots.

The Taping Process

Every week, Georgia Extension agents tape television spots at five TV stations. The spots taped in each location are the same, but at each location, two different agents tape them to provide local identification. The home economist tapes four spots; an agricultural agent tapes three. A total of 52 Georgia Extension agents participate in the TV spot taping yearly.

The Script Writing Process

Home economics scripts are prepared jointly by a committee made up of some of the local agents who tape the spots, and state home economics specialists. Script ideas are usually generated by consumer calls or requests for information. Agents and state specialists discuss ideas, select those needed for a 6-month's period, and gather additional information.

After the agents return to counties, they complete their scripts and mail them to Charles (Chuck) Thorp, Georgia visual communications editor, who edits them and routes them to appropriate state specialists. The specialists then select props for the slide

visuals that accompany the scripts, working closely with a Georgia Extension photographer. Next, the scripts and visuals are processed and duplicated for distribution to all local agents and TV studios. A TV taping schedule is then distributed to all Extension staff. Agents receive scripts for taping about 1 week in advance.

This is a large-scale television effort involving sizeable numbers of staff at both state and local levels. The end result: 365 TV spots a year.

Consumer Spots Attract New Audiences

What topics do the Georgia TV spots cover? Issue-related subjects such as: nutritional labeling and no-fault insurance. And timely topics such as: income tax recordkeeping, furniture cleaning tips, readying lawn furniture for summer, food preservation, ready-to-use clothing alterations, and lawnmower safety.

"The longer we do these spots, the more new audiences we seem to be reaching," says Extension Home Economist Marjorie Mason of De Kalb County. "By presenting a broad spectrum of consumer topics, people think that if they watch our spots long enough, they'll see *their* problem discussed. We're getting calls from young working people, single and divorced men who are setting up housekeeping, and others who would never have known there was an Extension Service if they hadn't seen our spots on TV."

"Offering publications on prime-time TV in urban area can't be done," says Joye Spates, district agent in the Atlanta area. "We tried it and couldn't handle the calls."

"We're exploring alternatives to be more responsive. Maybe we can train support staff to handle more calls, or get graduate assistance to help. The long-range answer is a central telephone answering system."

The Timing Was Right

The development of TV spots that could reach millions of Georgia residents was timely for Extension home economics. "With 4 million people in the state, we knew we had to become more visible and reach new audiences," says Nancy B. Preas, Extension assistant director, home economics, University of Georgia

"Now," says Preas, "state specialists, district and county agents, and everyone else involved in Extension home economics feel the public is getting a new glimpse of what we're all about."

Adds Georgia Extension Director Charles P. Ellington, "County support dollars in the seven counties that make up the metropolitan district of Atlanta have doubled in the last 3 years since the TV spots went on.

The Value Of TV Spots

"Obviously, you're not providing indepth information in 60 seconds," says Chuck Thorp. "You're creating awareness. You're showing people who've never heard of you that you exist." □



Taping the ES-USDA videogram in Georgia: from left to right, Director Charles P. Ellington, Chuck Thorp, Betty Fleming, and Randall Cofer, Georgia Extension editor.

Try do-it-yourself TV spots

Now—National Visibility for Extension

Recently State Extension home economics and information staffs learned through an ES-USDA videocassette taped on location in Georgia how that state is doing a new 60-second TV spot for five stations each day.

Sixty sets of these slides and scripts have been reproduced and offered to state Extension Services, along with an animated opening and closing logo. Additional sets of the slides can be purchased—the first set is free.

These slide sets and scripts can be used nationally with very little change, but you can adapt most of them. A little editing—a slide or two of your own—and presto, you will have a “do-it-yourself” TV spot ready for a local station, “individually yours.” This question and answer series spells out some tips on working with TV stations and how to improve your slides and visuals.

Your state has decided to go the TV-spot route and subscribed to the Georgia slides and scripts currently being made available through Extension Service - USDA. How can this material get the most exposure in your state—especially if you have a limited information staff?

Chuck Thorp, Georgia Extension electronic media specialist; Gary Nugent, ES-USDA educational media specialist; and Betty Fleming, ES-USDA home economics information; developed this Question and Answer list to help you solve this problem.

How do you decide on the best station for your TV spots?

Always select a commercial station with good coverage and audience.

Look in the *Broadcasting Yearbook*, which provides a rundown of total potential audiences reached by each station. Then double check this with your county agent in the area for audience, as potential coverage doesn't always mean you have an audience. Talk to information and/or journalism school staff, especially those with broadcasting research backgrounds. If all this fails, write Arbitron, American Research Bureau, 1350 Avenue of the Americas, New York, N.Y. 10306.

To become interested in these local, county agent TV spots, a station must have a good public service commitment. How many public service announcements (PSA's) do they run? Do they run nationally produced spots or local spots? The Extension Service TV spots could be an opportunity for a station to meet their local community requirements for the Federal Communications Commission (FCC). This kind of cooperation can be a bonus for stations when reviewing their licenses with the FCC.

When you visit your local TV station, be sure to take your TV slides and scripts and the new animated Extension logo opening and closing.

Also, you will probably want to take the ES-USDA videogram taped in Georgia to show the station some of the Georgia or Nebraska spots. A couple of examples will avoid a lot of abstract descriptions and show TV public service directors that you can speak their language.

How about the situation where one station covers a state? Which agents do you use?

Use as many agents as possible to get local identification. Thorp cautions, however, not to use so many that agents don't tape regularly enough to keep up enthusiasm and improve their TV know-how. An agent should tape at least every 6 weeks or so.

What are some basic tips for writing or rewriting good TV spot scripts?

Ask yourself these questions:
—Is the message clear and to the point?

—Are your sentences short—no longer than 20 words?

—Have you effectively used contractions (That's, We're, You're, etc.) so that the message sounds conversational, not stilted? Does:

—one word appear too much?

—the message read and sound well when read out loud?

—it make the point?

—it have 3-4 basic points? (No more!)

Scripts—when adapted—should be shared with *all* agents in a state and nearby viewing states in advance of the taping, so that all Extension agents are prepared for any feedback or response to aired TV spots.

How can you adapt the TV spot scripts for radio?

Take the TV scripts and condense them—taking out unneeded words to create 30-second radio spots. (Sixty-second radio spots are rarely used.)

What are some key elements to remember in training agents to tape TV spots?

Although county agents are not all professional broadcasters, they still need the knack of being able to deliver a believable message. Agents must be able to smile, appear relaxed and enthusiastic and look convincing.

They must deliver their message without sounding as if they are reading. Thorp recommends reading the newspaper out loud for 10 minutes every night to family (or plants) to get used to the conversational approach. Also, try practicing on a tape recorder. At least 45 minutes of rehearsal time is necessary before each taping.

Nugent recommends out-loud practice while looking "personally" into a pretend camera lens. Don't stare out into space—talk like you're speaking with a real person, not a mass of humanity. Be personable—don't memorize your message. Just practice reading it in a conversational manner.

How do you get good station feedback on the usage of TV spots?

Television stations don't keep separate records of PSA's so this is a time-consuming matter. Occasionally ask—"For the week of _____, I'm interested in where you use the Extension spots. Can you keep track and let me know? You can also ask stations for gross information that is relatively accurate. But don't "bug" the station too much. One sure way to find out more about your audience is to:

- 1) Offer a free publication with a distinct short address.

- 2) Do random phone calls in the station area immediately after each spot appears. You may want to assign a special project of this type to graduate students. (Work closely with your information staff in this area.)

What should you remember in shooting slides for TV?

TV slides must have action centered on one topic or theme. The viewer will see only 80 percent of the slide so be sure the action is in the center of the slide. Slides must always be horizontal and have good contrast so that they look equally good in black and white or in color. Low shutter speed, the use of a tripod, and natural or multiple lighting (not just flash) are also good.

How can a state localize ES-USDA TV slides and scripts?

A name title under each person is necessary to identify the source of your information.

The best place to get organizational identification is at the beginning and end of each spot. The new "Extension People" animated logo was designed for local adaptations. Remember, the simpler your titles and credits, the less "turned off" your viewers will be. Here are some ways to adapt "The Extension People" logo:

—Title it without a voice so you can say anything while it is running at the beginning and/or at the end. This can be done by keeping the agent's studio mike open as the titles appear. Or, the



A Georgia home economist and camera operator set up for shooting an Extension TV spot.

film and a standard voice open and close can be prerecorded for repeat use.

—The end title, "The Extension People," is placed in the bottom half of the TV frame so that you can superimpose any local or state title.

—The title was intentionally done with a black background so it could be superimposed over any other scene (studio, slide, or film). **Public service TV time is getting harder to obtain. What if you're already getting public service time for other purposes? Should you expect more from a station?**

Yes, or shift your emphasis. TV spots will give you more total visibility than any other effort because they are each played more than once, and in different time slots. If you have to make a choice, the TV spots will get you the most audience attention for time invested. Stations that are already working with Extension agents usually know they come prepared and are dependable.

What if other state TV stations cover your state? For example,

Ohio, West Virginia and Tennessee TV cover parts of Kentucky. What's the best way to proceed?

States need to discuss this mutual concern and work it out. For example, the state with the strongest communications support may take the lead.

How many TV stations in one area should you offer the spots to?

Only one station can best handle these locally produced spots. If a state elects to produce state spots, then all the stations can be served.

Georgia uses chrome-key process. Some small TV stations don't have this. What can you use instead?

Cutting back and forth between agent and slides works just about as well. All TV stations do this as a standard practice and many have other alternatives.

What are the basic steps a state Extension leader should follow in using these TV spot slides and scripts?

First, seek help from your state Extension information staff. If assistance is limited, see if any other communications assistance is

available on campus. If information help is limited or not available, you should:

—Study slides and scripts to see which ones fit your needs.

—Select TV stations in prime locations with help from your local county agents.

—Select agents who will do the taping. Involve them in script writing to help adapt scripts for your state.

—Set up a firm taping schedule with studio. Make sure you are prepared and will continue to be prepared for each taping.

—As TV spots are shown, get critiques from the TV public service director. Also, seek out viewer feedback from fellow staff members, county workers, the public, etc.

—At some point, you might want to ask the TV station to put a sample of two of your TV spots on a videocassette so that you can send them to Chuck Thorp or Gary Nugent (or both) for more feedback ideas and suggestions.

What's a good, quick reference on the subject of broadcasting?

The League of Women Voters publishes a 6-page fact sheet called *Breaking Into Broadcasting*, which covers general information on the broadcasting system; facts about CATV, commercial and public broadcasting stations; the approach to take; getting news and feature coverage; PSA's; writing for radio and TV; etc. To get a copy, send a check for 25 cents to the League of Women Voters of the U.S., 1730 M. Street, N.W., Washington, D.C. 20036. □

4-H promotion — a year-long project

by
Sue Benedetti
Information Specialist- 4-H
Extension Service-USDA



People who've been in this business for several years may call it the "4-H Week Kit," but we hope the new **National 4-H Promotion Kit** will help Extension staff and volunteers promote 4-H year-round October-to-October!

Do you often wish you had just a little more time to tell the people in your city or county what is happening in 4-H? Do you sometimes feel that media people don't understand your program, otherwise they'd give 4-H more coverage?

These are common concerns among Extension agents nationally who are trying to make more people aware of the great things going on in 4-H. We don't have magical formulas to make these concerns disappear, but we do think this new kit will help.

One of these kits is furnished to each county office for sharing among all staff members responsible for 4-H promotion. If it's after July 15 and you've not seen the kit, ask your coworkers if they have. If no one has, write Diana Williams, Information Service, National 4-H Council, 150 N. Wacker Drive, Chicago, Illinois 60606. Include your current county office address so that her computer listing can be updated.

This year's kit is divided into two types of materials -- those to be used directly with the media and those that suggest how to get more 4-H publicity with limited resources. These materials were developed around suggestions made by a cross-section of Extension agents on questionnaires distributed to the 4-H agents' association.

Such kit items as "What the Theme Means," "Message from the President," and "National 4-H Statistics" can be used in newspaper releases, advertisements, fillers or editorials. They can also be the basis for radio or TV spots or background for a talk show.

Whenever they're used, they are much more interesting to your audience if you relate them to something that is happening in your home community.

The 4-H news clip sheet and a full-size art clip sheet like the reduction in your kit are also a part of a news packet that goes directly to nearly 8,000 local papers in August. When you receive your kit you might want to check with your editor about localizing the materials in the weeks ahead. You will note that these items are aimed at 4-H Week—so that planning for a specific issue of the paper is important.

Don't overlook year-round uses, such as dressing up a weekly newspaper column, newsletters, brochures, posters, and announcements.

The radio spots give you a good opportunity to enlist the help of 4-H members, leaders and parents, as well as local broadcasters. These spots can be read over and over by many different people or adapted to fit your particular reader or community. The spots can also be adapted and used with local slides of 4-H activities to reach a television audience. (See "Working With Your Local Television Station" in the kit for more ideas on how to do this.)

Other kit items are "how to" pieces available from other sources for enhancing your 4-H promotion and tying it into the national theme and poster. Reading "Organizing a 4-H Publicity Committee" will suggest ways to follow through with these materials. This summary will help you multiply your time and talents. You have a lot of willing talent in your community; don't be afraid to use it. Then let us know how it worked for you. We'd like to pass along your successes or failures to help other agents to tell the 4-H story in their communities. □

"Good Buddy" reaches farmers with CB

by
Ed Kirkpatrick
Information Specialist-News
Ag Information Department
Purdue University



Using his CB, County Agent Steve Hudkins discusses soil conditions with . . .

Communication between the county Extension agent and his farmer constituents has taken many forms over the years. Now it has added a new dimension—the citizens' band (CB) radio.

Take Stephen Hudkins. This 34-year-old Tipton County, Indiana, agent installed a CB unit in his pickup truck last March and already has found it most beneficial.

"About half of the farmers in our county have CB units," says Hudkins. "Several have base units in their homes as well as units in

trucks and on tractors and combines."

Hudkins says CB helps him keep in touch with more farmers in the rural area and to stay abreast of developments. The unit is especially useful in the spring and fall when farmers are working in the fields.

"Last June, for instance, we had an armyworm scare," he said. "My CB was in use a lot then. I had several requests to identify the insect and recommend treatment. I was able to set up cross-roads meetings with two, three



Randy Newcom, one of the many farmers in Tipton County, Indiana — Hudkins' CB home base.

and four farmers and to discuss the situation. On other occasions I have been able to counsel them over the air waves."

A few area farmers have gone to FM radios to avoid interference problems on CB, but most are satisfied with the CBs.

On a recent trip to the Dakotas and Nebraska to buy young steers for the 4-H youth, Hudkins and a Tipton County farmer-CB'er conversed with each other en route. More important, when they neared the auction area they were able, through CB, to talk with individuals who were taking animals to

the sale and got further information and directions. Throughout the trip they discussed crops and weather conditions with farmers along the way and learned how things were with them.

Nationwide, 40 CB channels are now in operation. "Most of our farmers in Tipton County operate on channels 12, 15 and 18. It's simply a matter of learning which channel the farmers in that area operate on," Hudkins said.

William and Virginia Ayres and their sons, Jeff and Randy, have made good use of CBs. With units on both tractors, the combine, in their trucks, and a base unit at home, they often help each other. They find CB comes in handy if

the gasoline supply is running low, if the equipment breaks down or if a message needs to be relayed.

Hudkins says CB also lets the farmer know that the county agent is out and around, and this keeps public relations on a positive note.

He recalls that in a recent exchange through CB he made the acquaintance of **Big Bob** and stopped by to see him. A 72-year-old retired farmer, **Big Bob** was keeping tabs on the rural scene through his living room CB.

But Hudkins, who hopes one day to put a base station in his office, is realistic about the application of CB. "I know it isn't the entire answer to communicating with the farmer. Direct and group contact are still very important. But CB does have its place."

So in riding the rural roads of Tipton County with Hudkins, you're likely to hear the **County Agent** exchanging comments with **Willie** or **Dollie** or **Snuffy** or **Slats** or **Mean Gene** or **Time to Eat** or a dozen other farmer-CB'ers. And the "10-4s" and "Do you copy" make you realize that county agents and farmers have arrived! □

Sewing in Spanish— overcoming a language barrier

by
Forrest D. Cress
Educational Communicator
Cooperative Extension
University of California

Many American women probably would quickly lose interest in sewing clothes for themselves and their families if the patterns they purchased contained instructions printed only in Spanish.

Reverse this situation—Spanish-speaking women who can buy patterns with instructions only in English—and you have one of the problems mutually shared by one young woman and some women she's training to sew in Cucamonga, California.

The teacher is Annette Coates, a Comprehensive Education Training Act (CETA) employee for Extension Home Economist Mary Marshall in San Bernardino County, California.

Annette speaks only English. Her "students" are all citizens of Mexico. Most of them speak little or no English. They are the wives of migrant laborers who work in vineyards and citrus orchards near the San Gabriel Labor Camp where they live. (The word "migrant" is somewhat misleading with respect to these couples and their children. Many of them have resided at the labor camp for 2 or more years.)

As part of her county job, Paula Medina began teaching nutrition and food preparation to women at the camp a couple of years ago. Annette came later to teach sewing, and today Paula helps by serving as a translator when needed. A key person in both of their training programs is Teresa Perez, wife

of the labor camp cook, who encourages the women to attend their classes, as well as an evening English class now being offered for adults at the camp.

For more than a year, Annette has been holding weekly sewing classes at the camp. She hauls three vintage portable sewing machines with her for each session.

Today, thanks to Annette, most of the women attending her class can sew from a commercial pattern. Many are making lingerie for themselves and their children, and T-shirts for their husbands using the stretch-and-sew method. It's been a rewarding experience for Annette as well as for the women she has helped. Also, Annette has expanded her own sewing capabilities while working with them by taking clothing courses at a local junior college. She shares what she is learning with her homemakers at the labor camp.

When she began giving training at the Cucamonga camp, most of the women couldn't sew well enough to make their own clothes. Some were making clothes by hand sewing. A few had learned to sew on old pedal-type machines. "They had to purchase most of their families' clothing," Annette explains, "which is quite an expense for low-income families. Some could sew things that were very basic or simple, such as little girls' dresses."

Annette began her sewing train-

ing by showing the Mexican women how to repair old garments. After the first few sessions, she found that they wanted to learn how to sew from patterns. Although the pattern parts were labeled in Spanish as well as in other languages, the detailed instructions were given only in English. It took time and patience on the part of teacher and students alike to get by that hurdle, building up the Mexican women's English vocabularies to the point where they could sew from the instructions.

Annette recalls that some of the women could look at an article of clothing, something basic, and cut and sew it without following a pattern. "It's very important that they have learned how to use patterns," she notes, "but it also has helped them to improve their sewing without patterns."

From the first session on how to use a sewing machine to repair worn and torn clothing, the class progressed to making stuffed toys



Teresa Perez, Martha Gutierrez, and Elisa Ramirez, shown left to right,

for their children, learning how to select thread and materials, how to machine-sew zippers and buttonholes, how to use trim to dress up clothing made from home-made patterns, how to care for fabric before sewing, how to sew with a pattern, and more.

"These women are very interested in trying new things," Annette stresses. "We've progressed from the basics of machine sewing to a more difficult level. Today they're learning how to work with stretch-and-sew fabrics and other more difficult materials.

Now they need to learn how to select patterns that are right for them as individuals. Recently, she has been driving the women into town to stores where clothing materials are sold so they'll learn how and where to buy what they need.

Some of Annette's class members now bring their daughters to her training sessions, reflecting the value the mothers place



Annette Coates checks the progress of Guadalupe Fuentes during a sewing class at the San Gabriel labor camp.

on her classes, and they are progressing rapidly.

"Now," says Annette, always looking ahead, "if we only had some sewing machines and a room at the camp where the women could work by themselves." Success often leads to new needs. □



show pride in the clothing they've learned to make.

Virginians find roots in “Expanded Horizons”

by
Carl Goodman
Information Officer
Virginia Polytechnic
Institute and State University

Mary Cain is 84 but she's never felt younger—thanks to a 4-H program that is bringing old and young together.

Called **Expanded Horizons** and funded with a grant under the Higher Education Act, the program in Mary Cain's Dickenson County also is in five other Southwest Virginia counties—Buchanan, Lee, Scott, Wise and Wythe.

A widow and retired school teacher, Mary is among 230 older Americans and 1,931 4-H members



Mary Cain reflects on her years of teaching and loving life.

in Dickenson and neighboring counties involved in the federally funded program coordinated by Virginia Tech's Extension Division.

Kenneth E. Dawson, Virginia 4-H director, and N. Neel Rich, 4-H program leader for Tech's 13-county Southwest Extension District, headquartered at Abington, are "Horizon" directors.

The 4-H project, funded at \$35,353, focuses on creative and performing arts, with emphasis on folklore and mountain crafts. Ten

Extension technicians were hired with project funds to help locate older Americans with these creative skills and involve them with 4-H members having similar interests.

One technician, Anita Belcher of Haysi, enlisted Mary's help last fall when the program began, inviting her to speak to a group of 6th graders in one of the local schools.

Raised in Dickenson County and with more than a half century of teaching to her credit, Mary Cain sketched scenes of yesterday's education system in the county—from pot-bellied stoves and kids seated around them for warmth, to the ducking of the young school teacher by the students.

Mary Cain also traced early hairstyles and home remedies for cosmetology and health classes at nearby Clincho Vocational Technical School, delighting the students with photographs from her own collection and accounts of "mad stone" cures for rabies.

"It's made me alive again. It's made me look at the past and the future," she said of "4-H Horizons" at a workshop on the Tech campus for Extension agents, leaders, technicians, volunteers and others involved in the program.

Her enthusiasm is contagious, Anita Belcher told the group, adding that it's not enough to make the elderly simply "feel useful," but rather to make them "know they are useful."

Mary's enlistment in the 4-H program brought an unusual twist to the involvement of others in the coal-rich county near the Kentucky-Virginia border. Concerned for her own safety while crossing a small bridge that led to the Cain home, Anita asked the volunteer why she didn't get a new bridge. "No lumber or labor," was the reply. It was left at that until the technician spotted an old photograph among Mary Cain's memorabilia showing a community corn hoeing or—as she described it—"a working".

"Why don't we have a working?" Anita Belcher asked her older volunteer. The reply was a simple "Why not?"

And a "working" they had. Fifty-five youths and adults spent a crisp October Saturday, from dawn until dusk, replacing the decaying bridge over Frying Pan Creek that flows past the Cain home. What's more, the county board of supervisors picked up the nearly \$400 expense tab for the bridge. One of the supervisors, a former student of Mary's, said he would have dropped out of school had it not been for her encouragement.

Other counties reported similar success stories: In Lee County, for example, the accent is on creative arts, especially crafts, resulting in older volunteers sharing skills that range from making hand-hewn wooden shingles to preparing fried pies from home-dried apples.

In Scott County, nearly 100 volunteers are involved in the Title I program, staging quilting and woodworking field trips. A field day for all arts and crafts is planned. Among the county's volunteers is a 75-year old flat-foot dancer and banjo picker.

In Wythe County, the elderly volunteers and 4-H'ers work in small groups, often in the home of the volunteer, and with a time schedule suited to the particular art or craft being learned. Citing the influx of tourists traveling Interstates 81 and 77, Wythe officials are exploring a cooperative crafts market at Wytheville for that section of Virginia.

"What we're doing for the aged today, we're doing for ourselves tomorrow," concluded H.L. Simpson of Charlottesville, coordinator of Title I funds for the program and participant in the Tech workshop.

Although funding has ended, the program continues. The "Mary Cains" who have been touched by the project are forming a corps of older Americans, expanding horizons for 4-H'ers and volunteers alike. □



Birchleaf 4-H'ers stroll with Mary Cain across the bridge they helped build for her.

Clowning around is a serious business

by
Tony Burkholder
Extension Information Coordinator
Michigan 4-H Youth Programs
Michigan State University

The art of bringing happiness and laughter to other people is a rare and cherished gift in our troubled world.

For many years, clowns have brought smiles to the faces of circus goers and parade watchers. Their silly antics, raggedy hair, and painted faces bring sunshine into the gloomiest days. In some cases, clowns save lives. More than once, a rodeo clown has lured an angry bull or a bucking bronco away from a fallen rodeo rider.

How does a person become a clown? Many Michigan youth and adults are learning the art as part of a 4-H clowning project.

The project varies from county to county, but it usually consists of a basic clowning course. In the classes, participants learn to apply their makeup to produce a distinctive and original clown face. They choose costumes and props and then develop their pantomimes and routines. Clowning brings forth unexpected creativity.

The new clowns, called "Joeys," also learn the basic rules of clowning etiquette. They discover that professional clowns stress cleanliness, sensitivity to the audience, and good personal habits while in costume.

4-H'ers are ready to begin performing when they have completed their clowning course. The 4-H clowns have performed for many 4-H and community audiences—at parades, birthday parties, hospitals and convalescent homes, "Share the Fun" contests, mall-day activities, personal appearance revues, and county fairs.

"The clowning program has been very good for our county. We've found that it ties 4-H into many different community activities," says Dale Brose, Branch County Extension 4-H agent. "In fact, the clowns have become one of our most demanded

service clubs. It's also drawn a lot of attention to some of our other 4-H projects," Brose added.

The project has side benefits. "Clowning seems to bring out the dormant leadership qualities in many individuals. While they are working with the clowning group, their inhibitions seem to float away. They feel a sense of accomplishment and achievement. Many people who don't feel comfortable in some of our other programs really open up and take charge of situations, when they're in costume," says Bill Minner, Jackson County Extension 4-H youth agent.

The 4-H clowning program is designed so that the whole family can participate. "We have many family groups who train together and perform together. It seems that the mask and the common goals break down many of the communication barriers and the age differences that often exist between the different generations," says Mary Miller, 4-H program assistant in Lenawee County.

"I have been so pleased with the effects of the project. Many participants have overcome their shyness. They've developed their self confidence and have communicated more openly after their clowning experience," she continued.

Clowning projects produce several benefits:

- The participants gain in creativity, using a lot of imagination in designing their "act," costumes, props, and routines.
- The counties find the project a new and exciting way to promote 4-H, as they build the new project into their existing 4-H program.
- The community discovers new human resources, fun, and education available locally.

One 4-H youth agent summed up the project by saying, "Clowning brings the adult out of the kid and the kid out of the adult. What more can we ask?" □



Costumes and props turn these 4-H'ers into clowns or "Joey's".



Meeks makes mobile homes an alternative

by
Roy E. Blackwood
Extension Associate, Media Services
Cooperative Extension Service
New York State



Professor Meeks and Walt Blackburn, city planner, discuss mobile home pads or foundations in a park near Ithaca, New York.

In New York State in 1970, 77,000 households—about 1.3 percent of all occupied housing units in the state -- were located in mobile homes.

In 1972, in 10 of New York's 57 counties, more than 10 percent of all housing units were mobile homes. Since 1970 the number of mobile homes in New York State has been increasing an average of 10,000 a year. The size of the audience living in mobile homes warranted attention.

Carol Meeks, assistant professor of consumer economics and public policy in the New York State College of Human Ecology, is making sure mobile home dwellers get the attention they deserve—through an Extension mobile home education program. The interdisciplinary program is intended for mobile home buyers and owners; mobile home associations; mobile home park owners and operators; city, town, and county planning offices; attorneys general offices; and on-campus classes.

Meeks says the average cost of a new house in the United States is about \$48,000. For existing housing, the average cost is about \$38,000. Given this situation, on an average income of about \$13,000 a year, most people can't afford to buy their own home.

The average cost of a new mobile home is about \$10,000. For a difference of about \$38,000, many people are willing to give up the space, appearance, and permanence of a conventionally built home.

A mobile home also usually requires lower maintenance costs; the fact that most are sold fully furnished is another inducement to new homeowners.

The purposes of this Extension project include:

- helping consumers improve selection decisions
- improving maintenance and increasing the number of years of use in mobile homes
- improving mobile home parks and park development
- helping local government officials establish guidelines for mobile homes and mobile home developments.

Meeks designed the program to take advantage of existing methods to communicate her message. She uses the Cooperative Extension News Service - Human Ecology, a monthly packet of camera-ready articles distributed to county home economics agents. The agents further disseminate information from the News Service through newspaper and magazine articles, newsletters, radio, and TV.

Three articles on mobile home construction and legislation were produced for the News Service by Lon Gallup, professor of design and environmental analysis in the New York State College of Human Ecology. These were reprinted for quantity distribution to the public.

The **Change For Your Dollar** program, New York State's version of the ES-USDA **Living With Change** program, was another way to distribute information on mobile homes, with radio spots and articles.

A series of 2-minute consumer television segments were produced by Cornell's Media Services Educational Television Center. Ten of these were produced with Meeks as consultant and Gallup as on-camera narrator. They were titled *Mobile Homes—A Housing Alternative, Location, The Lot, The House, Construction, Installation, Maintenance, Monthly Costs, Financing and Terms, and Contracts and Communities*. Ten 30-second public service announcements were also produced.

By taking advantage of these existing ways of communicating about homes, Meeks was able to use departmental funds to produce a letter series dealing in more detail with subjects of interest to mobile home owners.

Three thousand copies of the 8-issue letter series were distributed in a year and a half—2,700 by Cooperative Extension agents in New York State. The rest were sent directly to mobile home owners, park owners or operators, on-campus classes, and government officials.

A planned bulletin will cover such subjects as: mobile home purchase, financing, park selection, New York State laws and regulations, consumer problems, and sources of redress.

Publications on mobile homes produced in New York State are:

- *Housing Crisis and Response*
- *Mobile Home Consumer Study*
- *Mobile Home Environments*
- *Mobile Home Parks: Siting and Environment*
- *Mobile Home Park Siting in New York State*
- *Mobile Homes Trends and Guidelines for Local Officials*.

For more information on these publications or other elements of New York State's mobile home project, contact:

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New York State College of
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Let's Clean Up Mississippi

by
Jane Honeycutt
News Editor
Mississippi Cooperative
Extension Service

That was the theme in the spring of 1976, when the Mississippi Cooperative Extension Service (MCES) launched a statewide cleanup program.

Strong county organization was the key to this education and action program, according to Jack Carroll, MCES environmental specialist, who coordinated it. Counties tailored the program to their own needs.

"One Extension Service worker in each county took primary responsibility for the program," Carroll said. "Training sessions for Extension workers and county committee leadership covered all phases of organizing and conducting the intensive cleanup effort."

Professionally prepared support materials featured **Tom Trash**, a cartoon character designed to help Johnny Horizon, the national symbol for Horizons '76. Materials supplied to each county included: a programmed slide presentation, original music and lyrics for radio and television spot announcements, bumper stickers, letter stuffers, direct mail pieces, news releases, copy for county agents and home economists to use in their columns, newspaper ads, proclamations for use by public officials, suggested editorials, posters to display in local businesses, and decals and iron-on patches for school children.

Initiated at the grassroots level as part of the rural development project in Grenada County, the project was approved and funded as an official Bicentennial project sponsored by the Mississippi Cooperative Extension Service. Many county Bicentennial commissions supported the campaign. So did county and community rural development clubs and city beautification groups. In Tippah County, 40 clubs took part in the county "Tom Trash Clean-Up Week."

A followup survey showed overwhelming response: **This should be a continuing program—an annual program."**

"It created public awareness . . . reached and involved more people than any other Extension program in our county."

"The best program I have been involved in since I've been with Extension."

"It was tremendous how local people got involved and worked together."

Many counties reported that their board of supervisors, city mayors and aldermen gave excellent cooperation. In Holmes County, 50 public workers gave 2 days to county cleanup, using city and county equipment for the project. Other reporting counties said that National Guard vehicles provided by civic groups helped.

Efforts in Jefferson and Madison counties were tested when tornadoes struck the county seats. A hail storm in Sharkey and Issaquena counties gave residents in those counties a real cleanup job to do.

Most counties reported that every school child, including 49,000 4-H'ers received educational materials. A Calhoun County mother reported that her children came right home and began cleaning up around their own house. Children in Pontotoc County collected 50 tons of solid waste. A puppet show starring **Tom Trash** and historical characters brought the clean-up message to Pearl River County children. Pike County devised a "pledging" contest in which the child getting the most pledges from people determined not to litter received a \$25 savings bond; the winning child got 1,600 pledges.

In Lowndes County, children competed by grades to fill cotton wagons with solid waste. Poster contests sparked the interest of other school children. In some counties, poster winners received cash awards donated by civic groups, banks and merchants, with the winning posters publicly displayed.

Local wrecking services and salvage companies picked up discarded automobiles, washers, dryers and other large appliances. Junk companies bought aluminum cans from children. Banks and local merchants distributed thousands of litter bags.

The Soil Conservation Service (SCS) in Marion County contributed 50 "No Dumping" signs, the Forestry Department in Clarke County distributed car litter bags, and the State Highway Department provided volunteers to clean up the main highway in Tunica County so that children could be kept off this busy highway.

Although April was the month of emphasis in the



Thousands of Mississippi 4-H'ers joined in the *Tom Trash* program to clean up solid waste littering the state.

campaign, Pike countians got their drive under way earlier so that McComb's annual Azalea Trail would attract visitors to a cleaner city.

"This was the most intensive educational and action program ever conducted in Mississippi on a state-wide basis," Jack Carroll said. "You have only to drive across the state to see the difference."

"A cleaner Mississippi can have an immeasurable impact on economic development in the state," said Rupert Johnston, state leader for the Extension Service rural development program. "It will help promote economic development, and provide opportunity for employment in higher wage industries." □

Dial Access

by
Jan Floeter
Extension Home Economist
Dane County, Wisconsin

How many times have Extension home economists explained to a telephone caller how to can or freeze tomatoes? During the last 3 years, 2,000 citizens in Dane County, Wisconsin, have received this information through a service called **Dial Access**. Users simply pick up a telephone, dial the tape library service number at the University of Wisconsin, and ask to hear a specific tape from a list of 322 on home and garden subjects. They get brief, 1-3 minute messages.

Getting started

In December 1973, the Dane County Extension Office participated in a pilot project using the University of Wisconsin tape library system. The system had been widely used by professionals, but this was the first real attempt to offer the service to the public.

Jim Schroeder, Dane County Extension horticulturist, and I worked with Loren Parker and Marcia Baird of the University Extension Instructional Communications Systems to develop the tape library. The garden tape service was launched in March 1974, with a complete list of tapes printed in the newspaper. The project was off to a good start when more than 1,300 people tried the service after reading about it.

After deciding to first focus on canning and freezing information, Charlotte Dunn, Extension food and nutrition specialist, helped



write the scripts. We prepared and recorded 123 tapes. Garden and home preservation tapes were combined with these into a handy list for the public. A half-page listing of tapes in a June Sunday paper (circulation 125,000) drew more than 1,000 responses the first day.

The system works

People used the system and like it. Marcia Baird from Instructional Communications Systems reported weekly on when the system was used, the number of calls, and topics requested. An average of 72 users called every day for food preservation tapes and 91 users for garden tapes. A total of 28,000 home and garden calls were received from March through December 1974.

The **Dial Access** system is exciting for several reasons:

- It frees the agent from routine calls. More than 100 hours have been saved on tomato calls alone. Some people still prefer to talk with a person, however, about unique problems that cannot be answered on tape.

- Information is available when people need it. The service operates 24 hours a day, 7 days a week.

- Users can dial the tape more than once to better understand the information, without feeling

they are a nuisance to the office.

- The system is free to the callers and costs less than staff time for handling calls.

- **Dial Access** provides an ongoing popular and visible service in the community. Users are pleased to find answers to problems. We've helped people save meat when the freezer failed, discover why canning lids don't seal, correct canning and freezing mistakes, or find new ways to preserve foods.

Growth

Those of us who worked on **Dial Access** were convinced that the system should go statewide in 1975. Our spirits were dampened a bit when funding didn't become available, but our time was put to good use revising and adding new tapes. Scripts of the food preservation tapes were made available statewide so that other Extension agents and office staff had a ready reference for office calls.

Evaluation was built in. Through a telephone interview project, Instructional Communications Systems called back 218 **Dial Access** users 4 to 7 days after they'd dialed in. This survey showed that:

- 65 percent called to answer an immediate need or general problem.

- 71.6 percent had not checked elsewhere for information before calling.

- 68 percent got the information they wanted.

- 94 percent said they shared the information with one to five other people.

- 59.6 percent had never called the Dane County horticultural agent before.

- 64.2 percent had never called the Dane County extension home economist.

- 64.2 percent had never attended a meeting or course sponsored by UW-Extension.

To sum up — the tape service drew new audiences to Extension—giving them useful information they needed immediately.

Several other Wisconsin counties have selected some of the key tapes and provide a mini-service during office hours. Users call the county office and a secretary makes the telephone-tape recorder connection.

Where do we go from here?

As **Dial Access** moves from a pilot project to an ongoing community service, one challenge is to keep the library current, revising outdated tapes and adding new topics. There's a potential for tapes in child development, home maintenance, nutrition, and energy conservation.

Publicity affects usage. During our first year we had terrific free publicity, but each additional year the project has become harder to promote because the idea is no longer new. □



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people and programs in review

College to Crossroad Communities

Extension agents at Delaware State College are taking Extension programs to crossroad communities in Kent and Sussex counties. A 32-foot white van, christened MOTEC, for "mobile teaching unit," brings information to families with limited resources who might not have transportation to a central meeting place.

Six program assistants talk to local people and relay their needs to the Delaware Extension agents who plan the MOTEC programs. These assistants help advertise the programs, and are on hand to help the agents. MOTEC has presented a fire prevention exhibit, a landscaping workshop, and sewing classes.

Making several stops a day, MOTEC features several types of programs at each place—nutrition, family living, garden, or home improvement. The mobile unit is equipped with a complete kitchen, heat, lights, and restroom. For the sewing series, it was outfitted with six sewing machines.

NDHIA Award

N.P. Ralston, program leader, dairy production, ES-USDA, received the National Dairy Herd Improvement Association, Inc. (NDHIA) "Outstanding Service Award for 1977" at the recent annual meeting in Seattle. NDHIA now has 44 member state dairy herd associations serving 50,000 dairymen nationwide.

County Officials Get Extension Message

Bulletins, pictures, and personal contact with county Extension agents helped tell the Extension success story to 300 Oregon county officials attending the annual meeting of the Association of Oregon Counties in Eugene. They learned how education and research from a great university serve the needs of every citizen in the state, through the cooperation of county governments. Along with this food for thought, the county officials were invited to snack on two favorite Oregon products—apples and filberts.

From Journalist to Consultant on Aging

A retired former Ag editor turned consultant for the aging? Yes, he's John Burnham, who's working part time at the University of Arizona, assigned to the "senior citizen beat." He works with home economists to help them develop programs for senior citizens, writing a weekly column that goes to all county offices, and to radio and newspaper outlets. He's an officer in state and county senior citizen groups, serves on advisory groups and a special committee for senior citizens named by the governor. "I take the role of educator and advocate," says John.

Budding Plant Pathologists

Mississippi 4-H'ers—more than 500 of them—have learned to recognize plant diseases, their causes, and their controls in a 4-H plant pathology program begun by J. L. Peebles, Extension plant pathologist. The program gives the youth practical knowledge of the field, helping them appreciate the value of research and problem-solving. Youth agents train the 4-H'ers, using slide sets and a plant disease identification manual.

1,000 'Farms' Planned on Lots in New York City

That headline on page 1 of the *New York Times* announced the Extension urban gardening program in that city to "create a thousand farms in low-income neighborhoods." Illustrated with photos, the article gave credit to the Cornell University Cooperative Extension Service for guidance and named a half dozen enthusiastic supporters, cooperators, and liaison groups.

The New York program began officially in Brooklyn in May on a large lot. Said the *Times*, "a sort of neighborhood garbage dump is to be converted this summer into a community vegetable farm." The Cornell staff pilot-tested 11 plots last summer with promising results. The average "farm" was 1,800 square feet. "Farmers" included 135 adults, some elderly, and 285 youth.

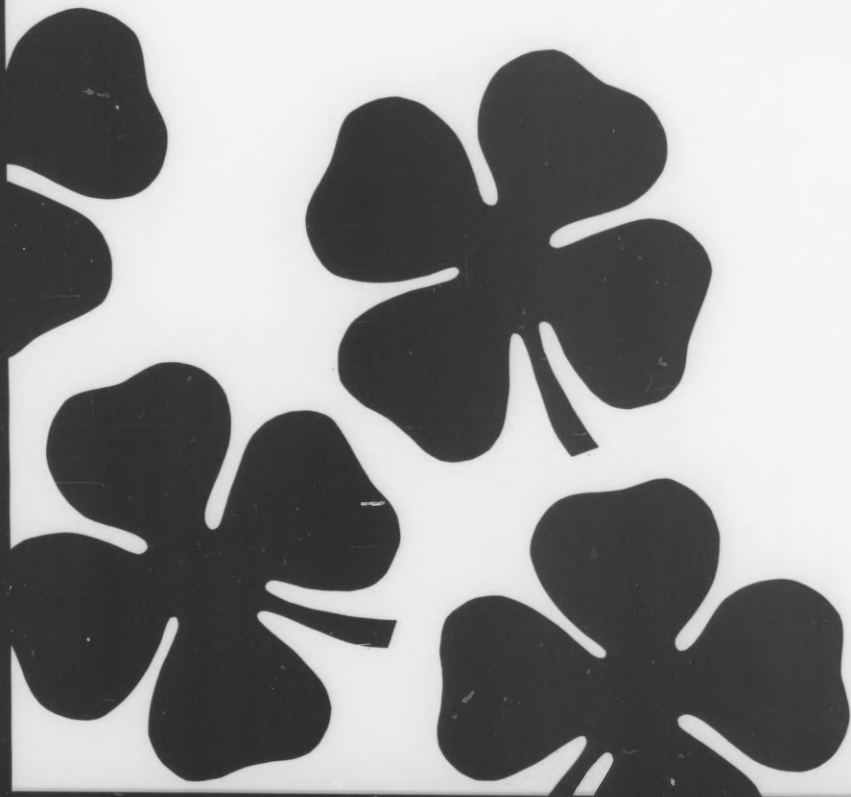
Similar programs are starting in Los Angeles, Chicago, Philadelphia, Detroit and Houston. In Chicago four horticulturalists are on the job.

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**Freedom
To
Be...**



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4-H—Freedom to Be

When the Camas County, Idaho, community newspaper folded, 4-H'ers there started another one — discovering a lot about economics and community pride in the process.

On Detroit's East Side, former teen gang leaders are now 4-H leaders staffing some 25 mini-centers and reducing crime in the area dramatically.

In Monroe County, W. Va., 4-H'ers are learning their region's mountain heritage by building and using muzzle loading rifles from the 1800's.

4-H'ers in Florida, a state with a 1,500 mile shoreline, are exploring marine life at a special saltwater camp and through 11 special-interest packets designed for use in schools and community clubs.

From city and prairie to mountain and gulf, these are but a few of the many stories of 4-H, and its 5.8 million youth which illustrate the current theme — 4-H —Freedom To Be. —**Carl Goodman**

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Winning a battle for young minds

by
Tony Burkholder
Information Coordinator/4-H Youth
Michigan State University

Former Detroit youth gang members are now leaders—4-H leaders that is—and their neighborhood is seeing a positive change because of it.

“I never used to let more than two kids in my store at one time, it just wasn’t safe. But these 4-H’ers are different — they can come in as big a group



as they want to," says one grocery store owner.

A long-time community resident said, "I haven't taken a vacation in 6 years. I was afraid to leave my house empty. But the community's changing. The kids aren't acting up like they used to. I'm going to take a vacation this year."

The Michigan State University Center for Urban Affairs, at the request of the Cooperative Extension Service, heard these comments while evaluating the

the 4-H program surrounding the McClellan Community Center, located in the second highest crime area in Detroit. The evaluation team concluded that 4-H can be successfully applied to urban populations and problems.

According to the study, youths in the 4-H program showed a significant reduction in juvenile offenses, exhibited more positive social behavior, used their leisure time more productively, and looked to 4-H leaders

and other adults for leadership.

Teenage boys in the program engaged in less juvenile anti-social behavior than boys not in the program. Parents of 4-H members saw a positive change in their children's choice of friends and in their behavior. Their children spent more time at home. There was more understanding between children and parents. Among the 4-H members, 56 percent reported that 4-H activities helped them in school.

Ralph Abbott, research project director, says people working with youth in high crime areas are engaged in a battle for young minds.

The heart of the Detroit urban 4-H program is the 4-H community center. Opened in 1973, the center provides gym facilities, meeting rooms, and office and recreational areas for East Detroit youth.

William Mills, Wayne County Extension 4-H-youth agent, was instrumental in organizing and setting up the center. "For many years 4-H programs existed only in the outlying suburban areas of Wayne County. We saw the need for clubs in the inner city. 4-H is also relevant to urban youth," says Mills, recipient of a Superior Service Award from USDA in 1977 for his work with the center.

He attributes the program's suc-



cess to the volunteer leaders who regularly work with the youth. "The key to the program is the cooperation and leadership from both teen and adult volunteers who give of themselves to make their community a better place to live," he says.

As the center has grown, an outreach program has brought in new clubs. More than 25 clubs operate in Detroit's East Side with the support of schools, churches, the Salvation Army, and interested neighborhood parents.

According to project consultant George Logan, "4-H is a people program. When people themselves bring about change, instead of being told what they

must do by a social change agency, the results are more rewarding and long standing."

Norman A. Brown, 4-H-youth program director for Michigan, says urban 4-H programs have been operating in several cities, including Lansing, Flint, Jackson, and Benton Harbor for the past 10 years. However, the McClellan Center was the first concentrated effort in inner-city Detroit.

Copies of the evaluation of the Detroit 4-H program are available from the State 4-H Youth Office, 175 South Anthony, Michigan State University, East Lansing, MI 48824. □

Net making was one of several skills taught at the 4-H marine camp.



by
Thomas M. Leahy
Extension Communications Specialist
Marine Advisory Program
University of Florida

Sea Grant lures 4-H "mariners" to saltwater

In Florida, with a 1,500 mile shoreline along both the South Atlantic and Gulf of Mexico, education in both utilization and conservation of the state's valuable marine and coastal resources is of prime importance.

Recognizing this need, the 4-H department at the University of Florida has developed a marine education program for youth throughout the state under the leadership of Thomas Greenawalt, Extension 4-H-youth specialist.

Eleven 4-H special interest units for use in school and community 4-H clubs have been completed and distributed. A state 4-H department lending library containing more than 200 selected marine reference books for use by youth and adults has been developed. A 4-H marine program resource file, containing more than 100 selected marine information pieces, is now in each county Extension office. Florida's first 4-H marine camp was held this summer. Also, at the request of the national office of the Sea Grant program, a national 4-H marine education program survey was designed and conducted to obtain and analyze selected 4-H marine education data.

"And all of this has happened in just the last year and half," Greenawalt points out.

A 2-day workshop held in March 1975 at Big Pine Key, Florida, for professional youth marine educators marked the beginning of the program.

"That was a fact-finding mission coordinated by our office to smoke out what had been done, what

was being done, and what potential opportunities there were for 4-H," Greenawalt said.

For assistance in getting the marine program underway, Greenawalt turned to the state university system of the Florida Sea Grant Program, sponsor of the workshop at Big Pine Key. An education project proposal was approved for the 1976 calendar year, providing for a national grant of \$10,000 to be matched by state funds of nearly \$8,000.

"As a result of the program we are anticipating a significant increase in this area of 4-H enrollment," Greenawalt said. The tremendous success of the marine camp at 4-H Camp Timpoochee on the shore of Choctowatchee Bay is evidence of this. Seventy-five senior 4-H girls and boys representing 16 counties attended the 4-day saltwater-oriented camp.

They learned about: marine biology, snorkeling, marine crafts, sport fishing, net tying and casting, marine photography, specimen collection, and evaluation and preparation of seafood.

Both Greenawalt and Jeff Fisher, Extension marine agent for the coastal counties in the Panhandle where the camp was held, believe the venture was successful because local resource people introduced the campers to basic marine knowledge and skills.

When the campers returned home, they had a better appreciation for the problems Florida faces in preserving its natural marine resources. □

"The Snowshoe" renews community pride

by
Jim Lutzke
Assistant Extension Editor
Dept. of Agricultural Information
University of Idaho



Kate McCarter does layout and pasteup for "The Snowshoe", Camas County newspaper.

When 4-H'ers in the small town of Fairfield, Idaho, at the northern edge of the Camas Prairie, picked a community project, they didn't waste time on small talk or small thoughts. From the start, their attitude was—**THINK BIG, then DO IT!**

The Camas 4-H Journalism Club decided it would meet one of the county's real needs — it would found a community newspaper. A newspaper, like most other economic enterprises, thrives on financial solvency. That translates into people support, and there just aren't many people in Camas County. Fairfield, the county seat and largest town, had a population of 336 in the 1970 census.

The county had been without a newspaper of its own since the *Camas County Courier* closed down and sold its press several years ago. Since then, newspapers from nearby counties have attempted to cover Camas happenings and sell advertising on the prairie, but for local residents it just hasn't been the same as having their own newspaper.

A local 4-H volunteer leader, Mercedes McCarter, came up with the idea of starting a newspaper as a club project. At first, it was supposed to be a small mimeographed sheet announcing 4-H events — "just something to keep the town kids busy."

As she discussed the plan with other 4-H, civic and business leaders, one question was asked repeatedly: "Why not establish a regular weekly newspaper that would cover local events and carry advertising by local community businesses?" Would the kids support the project?

"At first they were a little afraid," says 17-year old Kate McCarter.

"They thought it sounded like a lot of work for summer, but after the first meeting the idea caught on and the kids started coming. Most of the older kids had jobs, so we relied a lot on some of the younger ones."

Mercedes McCarter and members of the local 4-H Leader Council took their proposal to Camas County Extension Agent Jeffrey Davidson. He liked the idea and asked the advice of Fairfield High School Journalism Instructor Frances Wallace, Area Extension Community Resource Development Specialist Arthur Rathburn, and Thomas Miller of the Wood River Resource Center. With this technical expertise assured, the planning committee turned its attention to the biggest remaining problem—money.

This factor didn't inhibit the project for long. Funds were soon on the way in the form of a \$585 Community Pride grant from the University of Idaho's 4-H Community Resource Development Program. That was all the founders needed to get started.

With starter funds in the bag, the pace of the project quickened. Local 4-H leader Vera Wilson was appointed to supervise production and handle the bookkeeping. Kate McCarter was named editor, with fellow Fairfield High student, Terri Kirtland, as associate editor. Photographic leadership fell to 16-year-old Albert Bricker and assistant club leader Penny Reedy, who also shared typing duties with Kirtland. Joan McCarter handled the art work. A host of other 4-H'ers served as reporters and photographers, covering stories relating to group and organiza-

tional news, 4-H, senior citizens, Forest Service, official town and county news, and features.

The Fairfield High School offered its facilities for typing and layout, and a local architect, William Bowler, offered the staff instruction in photography and the use of his personal darkroom. The high school built a new darkroom which went into use when the school journalism class took over the newspaper for the academic year.

Staff members decided to name their newspaper *The Snowshoe*. It sells for 15 cents a copy, and 300 copies are printed weekly at a commercial shop in Gooding, a small town 35 miles away. Subscriptions are increasing every week, and some proud subscribers have sent the paper to friends in distant parts of the country.

Sample copies of *The Snowshoe* will be entered in the archives of the Western Research Center, University of Wyoming—a center for preserving the literature of the Western states. Fairfield's 4-H'ers have won an Idaho Community Pride Award for their efforts, and Editor McCarter represented the club at a regional Community Pride conference in San Francisco.

Says Reedy, assistant club leader, "Our objective has been to report the facts to the public as accurately as possible, while enabling a group of kids to develop skills they can use throughout their lives.

"The project has been a success in both respects. The community has a news medium it can count on, and our staff members, who range in age from 12 to 17, have each acquired tremendous amounts of self confidence and a new awareness of the world around them." □

Working side-by-side — Polish youth and American hosts

by
Karen Klein
Media Specialist
National 4-H Council

"Extension is such a natural place to start with an exchange like the Polish Agricultural Training Program (ATP)," said Henry Moon, cultural exchange specialist, 4-H youth, at Pennsylvania State University.

"I've had several host farmers for the Polish ATP tell me that their kids were raised in 4-H and they felt really good about working with us on the exchange," he added.

Host farmers, Extension agents, and trainees in Illinois, Indiana, Iowa, Kansas, Ohio, Oregon, Pennsylvania, Massachusetts, Missouri, Michigan, California, New York, and Mississippi ended their first 13-month program with Poland in April. Two more groups totaling 124 young Polish agricultural trainees are still in the United States, and the next group of about 100 will arrive in the spring of 1978.

"Our 13 months slipped by so quickly," said Elzbieta Rutkowska, trainee at the Glen Coley farm in Sandrod, North Carolina. "The first 3 months were the slowest—getting used to American English, getting to know our hosts, getting involved and forgetting about Poland for awhile—then suddenly, it was over." Elzbieta represents the small handful of women who have been graduated from the ATP.

The Polish exchange involves U.S. participants who spend 6-9 months in Poland on the Agricultural Work Exchange (AWE) or the International 4-H Youth Exchange (IFYE), Polish exchangees to the U.S. take part in the ATP program, under

which close to 2,000 young farmers from Korea, the Republic of China, Japan, and the Philippines have been trained in farming skills while living with American farm families.

Poland was the first to send women. The 18 women trainees got excellent ratings from their hosts.

Polish trainees had to compete with several hundred applicants in regional and national written exams. A basic knowledge of English was an asset. All had been

involved in some aspect of agriculture before coming to the States, and an effort was made to match the trainees' interests with the host farmer's specialty. Host farmers were recruited by Extension agents and ATP field managers.

The Boyd Tombaugh family in Reading Township, Illinois, hosted Tadeusz Statkiewicz for two reasons, "peace and information," according to Tombaugh. "We learn and we hope that they learn. It's interesting and I



Research Aide Alan Weisgold explains early development of calf embryo to Polish ATP trainees at the Dairy Breeding Research Center of Pennsylvania State University.

think that it promotes understanding." Others, like the Leon Koperczak family in Savonna, New York, were of Polish descent and were anxious to keep in touch with their heritage.

The trainees worked side-by-side with their hosts, sometimes learning, sometimes teaching.

Extension personnel assisted — visiting farms, keeping the media aware of the ATP, including trainees in Extension functions, working with in-service seminars.

These seminars supplement the on-the-farm training. At least two regional seminars of 3 to 5 days are planned for all the trainees.

Specialized sessions are planned for some, such as the 2-day tour of progressive orchards organized by New York area fruit specialists Dick Norton and Dick Pease for four trainees last fall.

Although the ATP is supported by contributions from host farmers, it was assisted by a grant

from an implement manufacturer, which gave trainees a tour of an assembly plant.

Speaking for the trainees, Andrej Nyrka-Nyrkowski, summed up the group experience, "We are all going home with several ideas we have gathered here. Some fit our situations, and others we will adapt to our needs. We thank all of you for making this possible and hope to see all of you some day in Poland." □



Polish ATP exchange Yadvega Sztukowska fueling the tractor on her host farm—a dairy farm in Adams, Wisconsin.



Slawomir M. Balaga with host family member, Ann Albrecht. Balaga was a trainee on the Albrecht farm in Ohio, Illinois.

Action exhibits give 4-H a share of the fair

by
Chris Scherer
Extension Communications Specialist
University of Illinois



Using the theme "4-H... a Place to Grow," Illinois 4-H members took on the giant task of converting the stark balcony of the commercial exhibit building at the Illinois State Fair into a 4-H land of excitement and activity.

More than 100 4-H'ers shared their skills and knowledge with approximately 15,000 fair visitors. Many demonstrators gave a short presentation, then answered questions from the audience. Others encouraged their audience to become involved in activities such as: judging vege-



The balcony took on new life when young people hung 20-foot green and white banners.

tables, using metrics, or tasting a finished food product.

A challenge

The project began when the manager of the state fair asked the Illinois 4-H staff if they would be interested in creating an exhibit for an area which for many years had few fair visitors. The space included more than 7,500 square feet on a balcony overlooking a commercial exhibit area.

The 4-H staff presented a University of Illinois design class



With the growing popularity of horses, many fairgoers wanted to learn how to care for tack from this 4-H'er.

with the challenge — each student was asked to create a design for the area. The design chosen was a series of modular structures consisting of barriers, benches, and tables, all built of particle board and cardboard tubing and held together with threaded rods and T-nuts.

To gain attention and attract fairgoers to the balcony, the design called for the silk screening of green clovers on 20 white banners which hung from the rafters to the balcony railing.

Four agriculture communications students enrolled in an independent study class, and the state 4-H staff and a group of college students hired to assemble the exhibit, designed the area. It included 25 display demonstration sections and 10 county booths. The exhibits portrayed the wide range of 4-H programs including nutrition, international studies, conservation, horticulture, communications, safety, animals, and crafts.

Twelve college assistants, 120 enthusiastic demonstrators, and a lively group of action-booth participants diligently spent 12 hours a day for 11 days sharing their knowledge and 4-H skills

with fairgoers.

Enthusiasm

Audience involvement was high. Visitors sampled recipes, graded vegetables, practiced cardio-pulmonary resuscitation (CPR) techniques, and quizzed themselves on nutrition information.

Small children enjoyed making the cow "moo," by correctly answering questions about milk, learning about bicycle safety from the talking bicycle, and petting the small animals on display. Parents and older brothers and sisters learned crafts, care of house plants, dog grooming and training, preparing nutritive snacks, and horse tack care.

Visitors also saw exhibits on how tar and nicotine damage the lungs, the history of 4-H in Illinois, the stages of development in a chick embryo, the winning photographs in the national 4-H photo exhibition, and fire safety practices.

Some of the 4-H'ers demonstrated making dried flower arrangements, macramé jewelry, growing asparagus, pruning Christmas trees, corn husk dolls, holiday breads, refinishing



This 4-H member makes forming dried flower arrangements look easy.

furniture, and growing African violets.

Several times during each day the 4-H'ers, using a stage on the main floor of the exhibition building, demonstrated native Polish and Mexican folk dances and tumbling. Also featured were 4-H clothing shows.

From an information booth, members answered questions and sold specially designed 4-H buttons and T-shirts using the theme 4-H. . . **A Place to Grow**. They distributed two brochures. One, using the theme 4-H. . . **A Place to Grow**, explained the benefits of belonging to 4-H and contained a coupon which could be filled out and sent to any of the county Extension offices listed on the back of the handout.

The second brochure, **There's a Spot For You In 4-H**, was used to recruit adults interested in helping young people.

Reactions

Reactions from fairgoers, parents, and members were enthusiastic. "An outstanding addition to the state fair activities and exhibits," said one viewer. "It's so good to have young people with their 4-H projects and activities in the center of the fair."

Comments from the participants were equally favorable. One talented 4-H'er explained, "My throat was hoarse by the end of the day, but inside I was thrilled by the fact that almost everyone I had spoken to had learned something about growing African violets from my demonstration, even if she or he had more experience than I.



"Come See The Cow." The cow was plywood, but visitors could make it "moo" by answering questions about milk correctly.

Some people had never even touched a house plant, but stopped and listened just because I seemed to know what I was doing and was happy doing it."

After "smoking" 60 cigarettes by machine, 4-H'er Joy Vydna

had this to say about her antismoking demonstration: "The informality of this presentation let me talk directly with those who watched. I had several pamphlets from the American Cancer Society, which

I used to urge people to take and read. Comments from fairgoers at my display were so encouraging that I enjoyed giving this demonstration more than any other I'd ever done."

Evaluation

"The action exhibit areas provided these young people a new way to demonstrate what they are learning in 4-H," said M. E. Rapping, assistant director and state 4-H leader. The exhibit area also provided an opportunity for teens to become involved in real leadership roles."

"And since it was located in the mainstream of the fair's activities, I feel many people who were not previously aware of 4-H saw it in action," adds Rapping.

In evaluating the exhibits, Barbara Johnson, assistant 4-H program leader and fair superintendent, said she feels this is an excellent way of introducing 4-H to persons unfamiliar with it. The modular concept has many possibilities for counties to set up a similar exhibit area in local shopping centers and malls.

This exhibit truly transformed a formerly empty and useless area into a place where 4-H members could share with others what they have learned. Said one fairgoer, "I surely learned a lot from those kids. They knew so much about what they were doing."

Persons interested in additional information about the action exhibit program should write Barbara Johnson, 47 Mumford Hall, Urbana, IL 61801. □



An entire family gets involved in judging vegetable quality. Visitors who graded the vegetables correctly won a package of herb seed.

Maintaining a mountain heritage with muzzle loading

Inside a one-room schoolhouse that has been converted into a gunsmith shop, sounds of a fiddle and a banjo are heard. The smell of leather from a saddle resting nearby mixes with scents of old wood as musicians gather by a pot-bellied stove to play their tunes. Others listen, or talk about the main purpose for their gathering — to shoot their muzzle loading rifles.

The owner of the shop, and the farm on which it stands, asks for silence and speaks to those in the room.

"We're going to go out pretty soon and start shooting," he says, "We'll shoot two three-shot rounds."

"Load the guns on the table," he cautions. "Don't put a cap on that gun until you get it on the bench to shoot the target. That way nobody will get hurt. Everybody be careful."

The people, some dressed in buckskins and fur caps, troop outside to begin the match, aiming for a target 25 yards away.

The scene could be from a history book, except that the people are living now in Monroe County, West Virginia. And the shooters, 4-H'ers aged 9 to 19, are members of that county's 4-H junior muzzle loading special interest group, formed to give youth knowledge of and practice in a hobby that adult residents have had for a long time.

Dennis White, the speaker, is one of the group's two leaders. His interest in muzzle loading rifles goes back to when he was a teenager. He was one of the first persons Jane George, county 4-H agent, contacted when

she wanted to start the club.

"I wanted them to start out right," White said, explaining why he became a 4-H leader.

"Muzzle loading is complicated."

His daughter is in the group, along with about 10 others from the county. They meet periodically to learn about the guns, and to practice their marksmanship.

"Our club meetings were aimed at teaching young people about weapons," George said. "White designed a couple of shoots from them—they actually took the rifles in their hands, learned how to shoot them and how to use them."

At one meeting, guest speaker Gerald "Windy" McClung of Nicholas County, whom George describes as "a very mountain man—sincere, honest and unselfconscious," talked about the right to bear arms, and showed how to make bullets.

The idea for the 4-H muzzle loaders group came to George during the Bicentennial. Monroe County is an area in southeastern West Virginia that still adheres to the past.

Many county families work the same farms as their great-great grandparents. Muzzle loading guns are part of the heritage they have kept, and some adults belong to clubs specializing in those rifles.

"I called on Dennis White and Francis Pence, both members of the Kate Carpenter Muzzle Loaders' Group of Greenbrier County," she said. "How would you feel about getting some young people together and having a junior muzzle loading group to participate in Farmer's Day, — our local festival, and other parades and festivals, I

asked them."

She also wanted the group to wear authentic costumes and learn the value of having these old weapons.

George hopes the 4-H members get a sense of their heritage from being in the group. "Like everything else, there's a paradox here," she said. "People here in Monroe County have kept their land and houses more than in any other part of the state I've been in. But then I see kids who don't know very much about their heritage, such as pioneer weapons, simply because other things have taken their time."

Muzzle loading classes were first held at the county 4-H camp by Pence, the other leader. Shortly after that, the group was formed.

Each member has his or her own muzzle loader, and two youths use rifles belonging to their ancestors. Nine-year-old Mike Christie, youngest member of the group, uses a 175-year old rifle that is bigger than he is.

Mike is lucky; not all old guns are still usable. White recalled that Mike's gun had a piece of ramrod sticking out of it, which had to be drilled out. Steel inside had rusted to the barrel, and a load below had probably been there for 175 years. "But it looked like the barrel was still pretty good after we got all that mess out of there," he said.

Some people might also not want to use their antique muzzle loaders because they feel the rifle is too valuable to risk the chance of ruining it when shooting.

Steve Dransfield, 19, the oldest

by
Margaret Mastalerz
Extension Specialist-Press
West Virginia University

member of the junior group, had one made. "Muzzle loaders are more fun than regular rifles," he said. "I hope to make one myself someday."

To keep with the heritage of the muzzle loaders, the group has also learned about the dress of the mountain men of the region during the 1800's. Pence himself wears a buckskin coat made from six hides of animals he shot, and a hat of mink tails. The coat has fringe, perhaps a decoration now, but a utility in past days. Fringe appeared on pioneer coats for perhaps two reasons: to drain off water from the coat when it rained, and to have a "string" handy that could be pulled off when needed.

The meetings have been a time not only for youth to meet and shoot, but for their parents and other interested adults to gather at the gun shop. They bring their musical instruments and play mountain music, and sit by the stove and talk.

George hopes to expand the membership in the future, with the help of three 4-H projects White is writing. The first project will be on the history of muzzle loaders; the second on making some accessories to the rifles, such as powder horns and shooting bags. For the third, the youths will actually make a rifle.

The Monroe County Junior Muzzle Loading Group is the only one of its kind in the state, and probably in the country, George said. They're helping others learn about them, too. At a recent county arts and crafts show, the group set up a booth, and showed visitors how to load and shoot the antique rifles. □



Nine-year-old Mike Christie uses a muzzle loading rifle that has been in his family for 175 years.



Mike Feldhaus and Garvin Quinn tape *Farm Marketplace* on a KET set.

“Farm Marketplace” clarifies commodity complexities

by
Leo Brauer
Publications Editor
Department of Public Information
College of Agriculture
University of Kentucky

The basics of farming have always been producing and then selling the crop — all at the whim and will of the farmer.

It's not all that simple today. Marketing of farm produce — be it livestock or grain or other farm commodities — has become a complex "maneuver" in itself. The farmer — the producer — now must know something about marketing to combat the complexities of turning a profit.

To inform the farmer on how to employ marketing know-how to create a louder jingle in his pocket, a series of TV classes was prepared by the University of Kentucky (UK) College of Agriculture and aired on Kentucky educational television (KET).

The results are still out, but the KET show itself proved to be a hit. It wasn't an entertainment series, rather it was an educational feature, designed to teach the farmer how to market produce to gain the greatest profits.

The mapping of the series of 13 weekly half-hour programs began with the appointment of a farm advisory committee, which included members from the College of Agriculture, the Kentucky Farm Bureau Federation, KET, and related agricultural agencies. The Department of Agricultural Economics of the College of Agriculture provided the subject matter and Extension specialists to prepare the series—called simply **Farm Marketplace**.

Farmers, agribusiness people, and others involved or interested in agriculture, were enrolled in the "class" by county Extension agents throughout Kentucky. Each enrollee received periodic packets of study material used in conjunction with the series. The programs were broadcast during prime TV

time each Monday night, beginning in February 1977.

Enrollment — more than 5,000 — went far beyond expectations, according to Garvin Quinn, Extension information specialist in radio and TV, who was anchor or host of the show. Mike Feldhaus, the radio-TV director of the Kentucky Farm Bureau Federation, was co-host.

The packets included worksheets explaining words and phrases new to the "students" as they were led into an involved and complicated reality of marketing. Facets of commodity trading were explained in terms easily understood by the class.

In the past, grain producers and cattlemen had traditionally given little attention to the marketing process—taking the commodities they produced to market when they were ready to sell.

As farm units became more complex and more specialized, the proper marketing became more important for the producer to realize maximum returns.

Marvin Davidson, Todd County Extension agent for agriculture, noted that grain producers in Todd County had paid more attention to the cash and commodity markets in the past 2 years. They were witnessing more price fluctuations in 1 day than they had seen in a whole season in the past. But only a very few of the producers had a good understanding of the commodity market and how it operates.

Extension specialists had found much the same situations in all sections of the state, and when the TV series on **Farm Marketplace** was announced, they saw the possibilities of real worth to the farmer and agribusiness people.

After talking with a number of grain and livestock producers

and vocational agriculture instructors in the area, Davidson directed the forming of a committee to determine methods of promotion and to make the best use of the programs.

Since most TV sets in Todd County were not equipped with a UHF antenna, arrangements were made to set up a TV set in a central location to allow a group to view each program. Discussions—half-hour to 2 hours long—were held following each session. Resource persons were invited to join and participate. They included farmers who had a knowledge of the cash and future contracts, a commodity market broker, and Steve Callahan, UK Extension marketing specialist who participated on the TV programs as a marketing expert.

Currently, efforts are being made to poll the persons who enrolled in the course in order to determine the number that participated in the entire series and to obtain their reactions.

The **Farm Marketplace** series was an experiment—the Extension Service seeking to determine if farmers will watch educational television programs, and if subjects can be presented in "classroom" situations to agribusiness people.

The **Farm Marketplace** series had as a specific objective to stimulate interest in the profit picture that can be evolved through the futures market. It was not meant to provide all the information about marketing or futures.

Initial reports reflect the success of the **Farm Marketplace** series, but are based only on early returns. What the final pollings reveal will probably determine the development of additional instructional series on a variety of topics. □

by
James D. Murray
Area Extension Agent
Sea Grant Advisory Service
University of Minnesota

Is it time to get your feet wet?

To agriculturally minded Extension agents, lakes might be considered little more than a waste of potential farmland. Others, however, may think of lakes as the hub of recreation activity in their counties. Lakes provide fishing, swimming, sightseeing, and boating. In counties with lakes, boating is an important stimulus for the local economy.

Boating has increased dramatically in recent years. In 1980, it is forecast that 93 million Americans will go boating, at least eight times per year. The reasons for the increase in boating include such factors as increased leisure time, a rising population, increases in boating services such as marinas and boat launches, and quicker, more comfortable transportation.

Because they have more ample water resources, some states, such as Florida, Minnesota, Michigan and Texas, have taken the lead in the boating industry. All states, however, have some boating population. Even Wyoming, at the bottom of the list, still has more than 10,000 outboard motors within its borders. Many other states, such as Arizona and Oklahoma, have seen a significant growth in their water resources through damming of rivers to create reservoirs.

The marine trades industry comprises an exciting new program area for Extension. The boat dealer, marine equipment dealer, marina owner and boat mechanic can all benefit from Extension educational opportunities. Nationally, water recreation is a 5 billion dollar industry, and need for more education in this field is long overdue.

Extension's role

What can you, as an Extension agent, do to assist the marine

As more and more Americans take to the water, the need for Extension-related services to the marine trades industry has increased dramatically.

trades industry in your state? First of all, you can make use of your Community Resource Development (CRD) program. CRD specialists can provide just the kind of program diversity — from land use to food service management — that can serve this industry. Within your state, search out specialists, area agents, or others involved in recreation and tourism. Almost

Next, check your state natural resource agency to find out what information they have on the marine industry. The U.S. Coast Guard, and the U.S. Army Corps of Engineers are sources. In most coastal states, you can check with your Sea Grant Advisory Service, many of which are already administratively linked to the Extension Service.



every state has at least one person working in this area, who has a handle on the marine industry situation. If no such person is available, look for someone in a similar recreational industry. Advertising, marketing, and financial management will not substantially differ from industry to industry. Also, seek advice from your Extension business management experts.

Most important — involve your clientele. Identify the leaders of the marine industry in your state. Often there are statewide or local trade associations. Contact their leaders over a cup of coffee, and explain what Extension can do for them. Be prepared — bring some examples of marine-related programs from other states.

A few examples

Determining program needs can be handled in several ways. In New York, agents attended regional trade meetings. In Minnesota, a steering committee was formed with representatives of trade associations, and the Agricultural Extension and Sea Grant Advisory Service staffs. After explaining our concept, that committee handled the program planning.

In Michigan, according to Eugene Dice, recreation resource development specialist, a post-doctorate student traveled around the state and personally interviewed many marina owners. The combination of these personal

contacts and the input gained from public agencies which deal with boating, helped Michigan Extension agents to identify program needs.

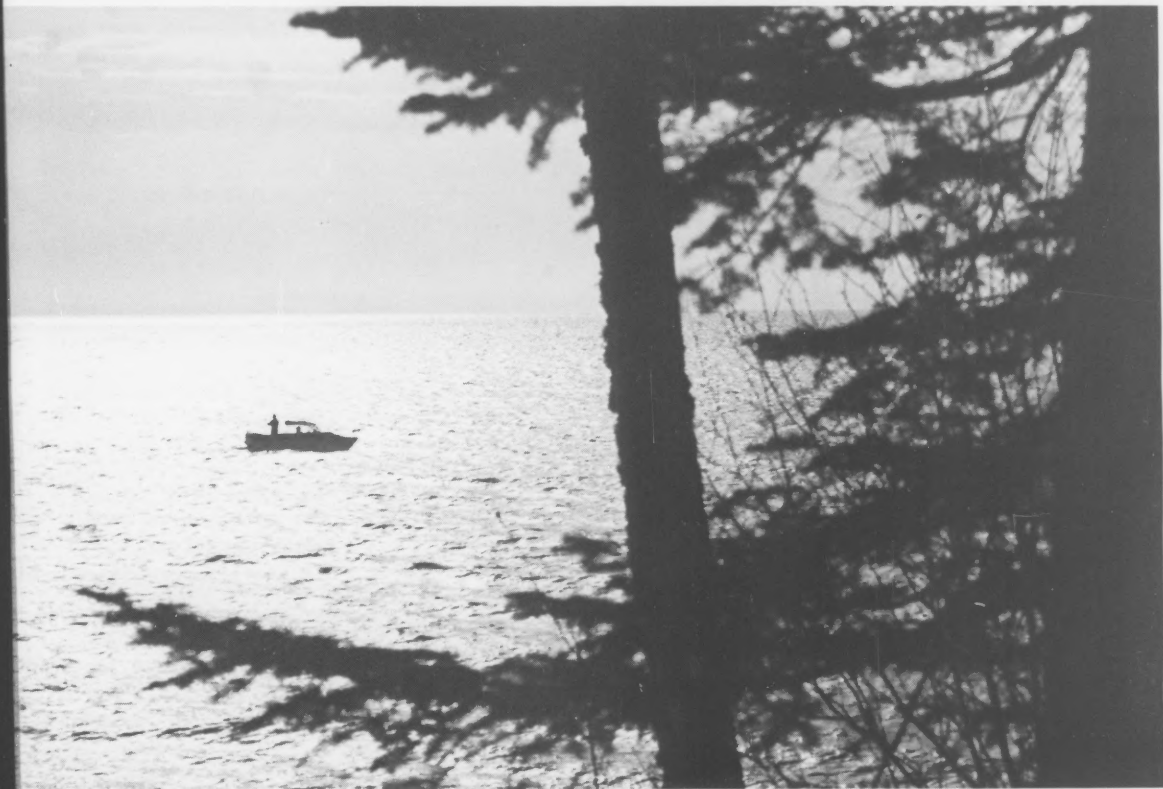
Marine topics

A number of Extension educational needs cross state lines. There are a myriad of federal and state regulations which affect the marine industry. Often these regulations are not understood and confuse those involved. Marine trades personnel have welcomed the chance to have representatives of these agencies explain their regulations, and this is a natural topic for any marine trades conference. Other potential

topics include boating safety, business management (finance, marketing, advertising), trends in the industry, and design and engineering considerations.

In states that have already initiated programs for the marine trades industry, the success of such Extension programs has been overwhelming. In most cases, participants have requested that conferences be held annually, with regional meetings in between. Many statewide associations have been formed as a direct result of these programs.

Why not get your feet wet, and start thinking about marine trades program planning? □



Potato processing prospers with Extension help

by
Gerald McGee
Agricultural Press
University of Wisconsin-Extension

About 30-40 percent of harvested potatoes don't quite measure up to the standards of consumers in the fresh market. They're sound potatoes, but some are too small, some too large, and some oddly shaped — from the shopper's viewpoint.

Wisconsin growers felt they were getting lower prices than necessary for these lesser-grade potatoes.

A group of Wisconsin potato producers made a trip to Idaho to see how growers there were selling their lesser-grade potatoes as "process grade", directly to processing plants located in the potato growing areas. Many growers worked under contract with those companies. The Wisconsin group also visited Idaho processors. They told the processors about their marketing and image difficulties and invited them to take a look at the Wisconsin Central Sands area.

The growers in that area are a well-organized group. University of Wisconsin (UW) Extension specialists work closely with them, and together they've found solutions for many potato industry problems over the years.

When several of the companies the Wisconsin growers had visited sent representatives to Wisconsin, UW-Extension potato specialists talked to them about the potato processing potential there.

How feasible would a processing operation be in Wisconsin? Were enough potatoes grown there? How good were they? Where would such a plant be best located? Who would supply it? What was the local economy like? Where would the plant's workers come from?

One processor studying plant sites in several Midwestern potato growing areas wanted more information on the Wisconsin potato itself and on whether there would be a steady supply of potatoes in the Central Sands area.

Local growers had questions of their own: What were a processor's potato requirements, and what changes in operations would growing on contract for a year-round processor mean?

Both processors and growers looked to UW-Extension potato specialists for help in answering these questions.

Once nearly written off as hopelessly beyond improvement, the Central Sands is an area about 60

miles long by 50 miles wide. At the end of the last Ice Age, the retreating glacier melted, forming an immense lake in the center of the state; then the lake vanished.

An Extension agent in one of the Central Sands counties remembers how it was in the 1930's: "No fertilizers, no ways to fight the insects and diseases. The farms were small, 60-70 acres, and nearly every farmer grew a couple of acres of potatoes. In a good year you might get 100-150 bushels. It was dry land agriculture."

At the UW Hancock Experimental Farm in the Central Sands area, researchers experimented with new crops for the sandy soil, with fertilizers, ways of keeping the soil in place, and controlling insects and diseases. They advised planting windbreaks and tilling the soil to conserve it.

Geologists discovered that the Ice Age lake hadn't gone away; it had gone underground. Today, irrigation with underground water is an established practice in the Central Sands area.

Helping growers adopt new techniques was the task of Extension specialists in horticulture, soils, entomology, plant pathology, and agricultural engineering. With county Extension staffs, the specialists organized workshops, seminars, educational conferences, experiment station tours, and field days.

Extension staff helped the growers increase potato yields while diversifying into other vegetables like beans, cabbage, peas, beets, and other canning crops. While decreasing their potato acreage by just over 15 percent between 1965 and 1975, growers increased total potato production nearly 14 percent. Last year more than 15 million hundredweight (CWT) was harvested in the state.

The same cooperative relationships that worked to change production in the Central Sands were directed to marketing and image problems.

A potato processing company asked UW-Extension horticulturists John Schoenemann and David Curwen, and Gavin Weis, potato researcher, to perform yield, quality, and fertility testing at company expense on the Russet Burbank potato widely grown in Wisconsin. Planting and harvesting dates and other cultural factors were also tested. The experiments took several years, and results gave the



A new potato processing plant near Plover brought prosperity to the heart of Wisconsin potato country.

company a better idea of the Wisconsin potential.

During the test period, the company bought and shipped to Idaho for processing tests a half-million pounds of Wisconsin grown Russet Burbanks.

In September 1974, a \$5.5 million potato processing plant, with a \$4.5 million addition was completed at Plover, a few miles south of Stevens Point, in the heart of the Wisconsin potato country.

With the potatoes it buys, many on contract, the company makes dehydrated potato granules and engineered frozen french fries from granules for restaurants and institutional food services.

In the period between the decision to go ahead

with building, and the plant's completion, Schoenemann and the other Extension specialists worked with the growers on the implications of contract growing and on ways growers could help the plant operate 10 months a year.

The company pays growers about \$3 million a year for contract potatoes and has a workforce of from 175 to 250 employees, with a payroll of over \$2 million.

Now the marketing and image problems are solved. A second major processor recently has taken an option on land in the area, with the possibility of building a \$15 million plant within the next 2 years. □



people and programs in review

Short on Space to Grow a Garden?

Do what a group of senior citizens in Lawrence, Illinois, did — grow them on your roof. Supervised by Theodore Jones and Lawrence Burkett, urban gardening program assistants from the University of Illinois Cooperative Extension Service, seniors planted tomatoes, lettuce, and cabbage on the rooftop garden at the Lawrence House, a retirement hotel in uptown. Jones and Burkett also worked with people in other low-income neighborhoods, establishing gardens on vacant lots, private yards, or in containers.

Do You Read Bus Signs?

Apparently people in Tucson, Arizona, do. When Kathy Alison, information specialist, wanted to publicize Arizona's recent Town and Country Life Conference, she worked with a local bus company to place two signs (costing only \$25 to produce) on the outside of Tucson buses. Traveling two of the busiest streets in Tucson from March through June, the bus signs resulted in many telephone calls to county offices about the conference. Check with your local bus company about their public service space policy. It's a different and inexpensive way to publicize Extension programs.

Pennsylvania Agent Aids County Potato Chip Industry

York County, Pennsylvania, is the site of five potato chip plants — three of the five largest firms in the state. When the supply of locally produced chipping potatoes began to decrease, John Smith, York County Extension agent, called a meeting of the county's potato growers to solve the problem. Through his educational work, local growers began growing chipping potatoes — 80 percent of the county's production. York County now leads the state in potato production.

Also, one company built a new processing plant — an added plus of 200 to 300 new jobs for the area. The Extension Service also runs a blight forecasting service for growers and producers.

Washington Communications Specialist Honored

Lorraine Kingdon was recently selected as one of the **Women in Communications** for 1977. Kingdon, an Extension information specialist at Washington State University, writes a weekly Q and A column for 70 newspapers, and helps produce and cohost a weekly TV series for 17 Washington stations. She recently competed a 2-year term as Western regional director of the American Association of Agricultural College Editors (AAACE).

Information Agents Scheduled For Cities

Two more states are adding Extension information area agents to their staffs. Nebraska will have a full-time communications specialist work with the other agents serving Omaha in producing materials for the city's mass media. Florida is adding a communications agent to the Tampa area.

It is interesting to note that Rupert Cutler, assistant secretary of agriculture, told the recent annual meeting of the American Association of Agricultural College Editors, (AAACE), "We must reach new audiences with more effective information. Perhaps Extension Service should move some communicators to the large cities to better serve the mass media and consumers alike."

County Agents Plan Fall Meetings

The New England States beckon the National Association of County Agricultural Agents (NACAA) and the National Association of Extension Home Economists (NAEHE), as both of these agents' associations head for 2 of the original 13 colonies for their annual meetings this fall. The NAEHE will convene in Boston, Massachusetts, September 19-23, while the NACAA heads for Hartford, Connecticut, October 2-6.

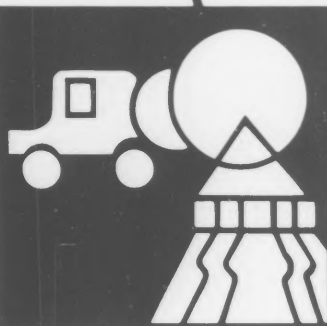
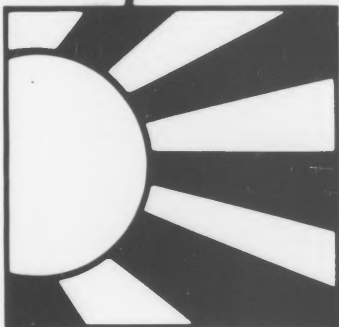
The National Association of Extension 4-H Agents (NAE4-HA) has targeted their annual conference for Columbus, Ohio, Oct. 30-Nov. 3, to discuss "Stepping into Century III." A later issue of the *Review* will report on the outcome of these three important meetings.

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Our Changing Environment



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A Note from Our New Administrator



Messages from new administrators usually talk of change. Yes, the setting for Extension is changing. We face new tests. But I believe our ultimate purpose is the same as always. It's to help improve the well-being of people. Two questions follow: How are we going to further that goal in the years ahead? And, which people?

If we respond to these questions with renewed confidence, a spirit of cooperation, imaginative ideas, and a missionary zeal, I am convinced that Extension can make a tremendous difference in the lives of untold millions.

I am proud to be the new Administrator of the Extension Service. I look forward to working with you, and wherever possible meeting you personally. I invite your ideas on how, together, we can convert the problems some see ahead for Extension into bold new opportunities to help people help themselves.—W. Neill Schaller

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Solar energy — a “hot” topic in Colorado

by
Marcia K. Simmons
Extension-Agent Communications
Jefferson County
Colorado State University



The Solar Energy Symposium toured Solar Energy Applications Laboratory (SEAL) homes.

Is solar energy affordable? Can I add solar collectors to my house? How do I know whether I'm buying good solar equipment? Is it a "buyer beware" market?

Those are some of the questions answered in the Solar Energy Symposium for Homeowners sponsored by county offices in the front range district of the Colorado State University (CSU) Extension Service.

Beginning

The solar symposiums proved to be a "hot" topic for residents, as more than 2,000 attended during the first 6 months they were offered.

"We began in 1976 thinking that 'if we get 60 people, it will be a success,'" Jim Adams, Jefferson County director, said. "Instead, we had to cut enrollment off at 125 and offer the symposium again and again."

Solar education was not totally new to Extension programming in Colorado. It began in March of 1975 when Larimer County 4-H Agent Polly Allen coordinated a mini-course in energy conservation and solar education for 4-H families.

"We were looking for a family project—one in which every member could become involved," Allen said. "An energy workshop proved to be the answer." Four resource persons led how-to sessions on building solar cookers and solar food dryers. Residents learned how to calculate home heat losses and also toured solar homes.

Expansion

A year later, other Extension offices became interested in the project. Allen's "family involvement" project mushroomed into the Solar Symposium for Homeowners, in various areas of the state. In Colorado's mountainous Summit County, (population 4,000), County Director John McClave co-sponsored an all-day seminar with area realtors and

bankers for 125 homeowners in Breckenridge. Extension offices in metropolitan Denver, agricultural Weld County, and Larimer County—home of CSU—offered evening symposiums.

"Interest in solar energy developed as county agents realized its importance, and we knew we had the responsibility as well as the potential of taking our university's solar research information to the public.

Solar research

The CSU solar research center—the Solar Energy Applications Laboratory (SEAL)—has collected data on three types of solar systems. A village of homes using solar energy is one result of this research program. Solar air conditioning as well as heating is studied. Several SEAL staff members were anxious to share research findings with consumers, but had no public information budget. The information dissemination system of Extension Service provided the necessary educational vehicle.

County Extension offices teamed together to plan programs. Staff members from SEAL, Extension specialists, and engineering consultants were scheduled to discuss passive and active solar systems, retrofits for existing homes, and architecture. An overview for the homeowner—including the hardware involved, architectural concerns, site selection, financing and payback periods—is also part of the program. An educational solar packet, printed in one central office for all counties, was distributed to participants.

Susumu Karaki, associate director of SEAL, often covers the basic ground rules for solar systems at symposiums. How-to instructions for installation are not given, but a number of technical rules to help consumers with their solar "shopping" are offered.

Additional programs

Programs are localized as county business representatives present cost analyses and loan information, while legislators and county planning or building department representatives discuss current legislation and ordinances affecting solar energy. A local public utility company representative then discusses insulation and other energy conservation tips.

Although designed for "homeowners," Extension agents found the symposium participants often were contractors, architects and engineers—"people who are trying to update themselves on technical information in their fields," Adams explained. SEAL offers week-long courses on campus for these people, but many prefer the two-evening course."

To meet the specialized needs of symposium participants, many solar "spin-off" classes were offered. Two counties designed followup classes for realtors and lenders. Solar tours to SEAL, businesses, and homes were included. Home economists sponsored solar food drying workshops. A consulting engineer taught a special Extension-sponsored program on solar greenhouses.

Rural residents in Adams County attended a specialized session on "Alternate Sources of Energy for Agriculture." State agricultural engineering specialists and business representatives covered methane gas, sun, wind, hydrogen, and solar energy. Detailed plans for building solar panels, modified plans for hot water heating, and plans for grain drying were distributed.

"Our attendance for this one was not 'red hot,' but the commitment was great," Al Lesser, county director, explained. "We witnessed real changes as a result of this workshop. One-third of the participants immediately acted on

the information as one business changed to methane gas, seven individual's put solar energy in their shops, and three retrofitted existing structures."

Extension agents do not encourage participants to use solar, methane gas, or wind energy sources. People are encouraged to practice energy conservation and are given information on alternative energy sources.

"We give them the facts and let them determine what they want and need for their particular family or business situation," one agent explained.

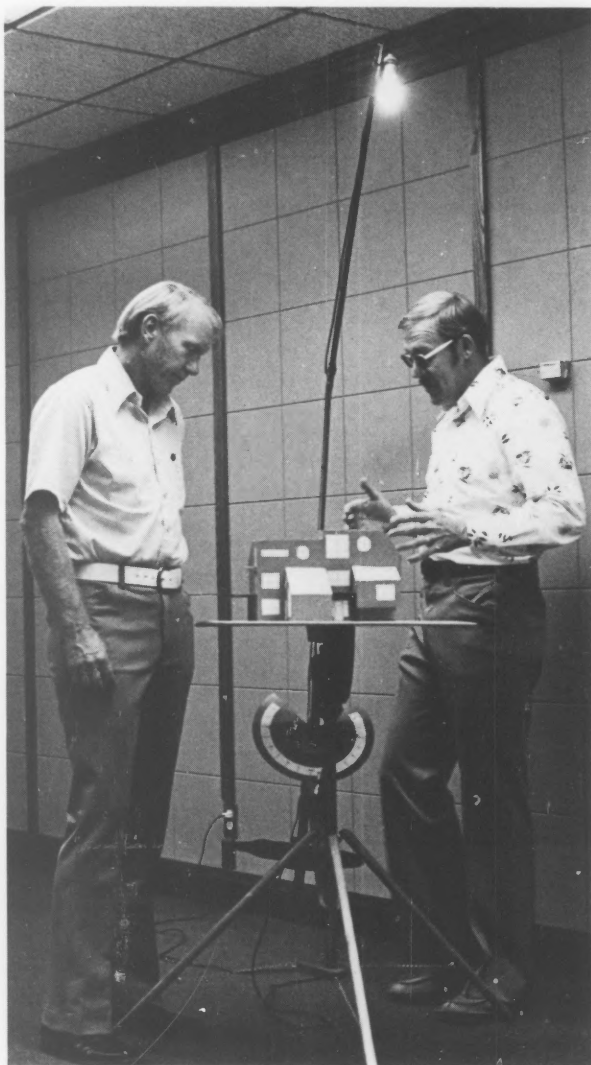
Cost

In case you're wondering whether solar energy is affordable, it depends on your finances. The initial equipment cost is high, but it will add to the value of your home and will pay for itself in time. One local financier reported he was "alone in his interest in making solar loans 6 months ago, but had since attended two seminars in his league." "Solar is coming," he says. "The only question is when."

Can you add solar collectors to your house? It takes more than "just" adding. If the house isn't insulated well and energy efficient already, solar retrofitting won't do much. No, you don't just add solar collectors to any building.

Is solar a "buyer beware" market? You bet it is. You need to know the basics of how solar works before entering business arrangements for solar or building on your own.

If solar is a "hot" topic for your Extension program, plan a solar energy symposium for homeowners to get the facts. □



Ralph W. Hansen (left), associate professor of agricultural engineering at CSU, studies a sun simulator designed by David Wagner (right), a Fort Collins consulting engineer.

Tuning in—saves energy, saves dollars

by
Gordon C. Webb
Radio Section Head
Media Services
Cornell University, New York

Getting today's consumer to listen to radio is fairly easy, since broadcasting is one of the most mobile of all media. Making busy listeners pay attention is difficult. Motivating them to write in is nearly impossible.

This is the problem Cornell's Media Services Radio Center faced when asked to participate in a Cooperative Extension energy conservation campaign. The campaign was aimed at getting a large amount of information into the hands of consumers in a short time.

The fall of 1976 found most of the Northeast concerned about energy.

During the winter of 1976-77, New York State (NYS) Cooperative Extension at Cornell University mounted an intensive information campaign on energy conservation. It was based on a series of 20 free consumer factsheets. These were promoted through newspaper releases, exhibits, and radio spots. The radio campaign won the New York State Broadcasters Association Radio Award for Outstanding Public Service Programming in 1977.

Format

For this campaign, maximum exposure was needed to drive home the message and create audience interest. Programs alone weren't the answer since stations tend to play them only once (often during poor air time). Spots or public service announcements (PSA's) can easily



Mike Veley (left) creates the sound of a china closet rattling, as Roy Blackwood brings another catastrophe to the character of George.

provide stations with short messages that can be "dropped into" their broadcast schedule throughout the day, and are often aired many times each before being discarded. Therefore the bulk of our effort went into producing taped PSA's. To provide stations with a variety of material, the spots were supplemented with recorded

interviews based on factsheets.

Treatment

Our spots would make the audience really listen. The last thing we wanted was to fit into the mold of the usual public service spot.

Instead, we used dialog to carry the message "Save Energy—Save Dollars." Each spot was a slice-of-life dialog, with a touch

of humor for added interest—distinctive messages that would stand out in the listener's mind.

Characters

On radio a writer can play on the audience's imagination. At the same time, depending on sound alone to convey the idea places certain restrictions on the message. The characters, for example, must be made crystal clear from the beginning. What they say, and how the actors deliver the lines, must give the audience an immediate clue about the personality of each character. Often, especially in the format we were using (30- and 60-second messages), the use of stereotypes becomes necessary.

So, we created George and Ethel—the "typical American couple coping with the energy crisis." George is an egotistical, bragging know-it-all, who tries desperately to solve the family's energy problems. The trouble is that he doesn't know quite as much as he thinks he does. Ethel, on the other hand, is cool, calm and very bright, in a quiet way. She lets George be the "man of the house" until he bumbles something (and he almost always does), at which time she delivers a subtle *coup-de-grace*, leaving George speechless.

Situations

The situations within which the characters work could happen to anyone. While the plots are often exaggerated for comic effect, they depict problems that face most consumers today. This is illustrated in the 30-second spot on "Your Energy-Efficient Automobile" which accompanies this article.

Production

Donald Price, chairman of the Cornell Energy Task Force, reacted with enthusiasm to a "fresh" approach.

The main parts were cast from our own department staff. Produc-



Richelle Dade (Ethel), Mike Veley (sound effects), Roy Blackwood (George) and Gordon Webb, writer-producer, tape the energy spots.

tion Assistant Richelle Dade made a perfect "Ethel," and Human Ecology News Service Editor Roy Blackwood played "George" to the hilt. Both turned out to be "naturals" in front of the microphone.

The spots, true "mini-dramas," included many of the techniques that made the 1930's and 40's the "Golden Days of Radio." Sound effects frequently set the scene or punctuated a line, and in some cases the sound itself added a humorous touch.

Your Energy-Efficient Automobile—30-second Spot

- SOUND:** *AUTOMOBILE ENGINE, THROUGHOUT*
- GEORGE:** Notice how I'm driving a little slower lately, Ethel?
- ETHEL:** Uh-huh.
- GEORGE:** Saves gas, you know. . .and Fred's going to give her a complete tune-up Thursday. Get better mileage that way.
- ETHEL:** I know George!
- GEORGE:** Yeah, I figure we're doing about all we can to save energy. *(ENGINE STALLS)* Guess we. . . *(ENGINE TURNING OVER)*
- ETHEL:** We're out of gas, aren't we George?
- GEORGE:** Now, Ethel—I know it looks like we ran out of gas. . .
- ANNCR:** Ask for Fact Sheet number 19, free—from the County Cooperative Extension office.
- SOUND:** *LOGO UP AND OUT*

Results

The 20 spots were distributed beginning in January, during the peak of one of the worst Northeastern winters in recent memory. Bad weather helped create a market for the materials. Reply cards from stations indicated they liked this approach. Besides providing information on the number of airings, many added unsolicited comments, such as:

- "Good. We like the creativity."
- "They are well put together."
- "Excellent. Keep them coming."
- "Send the rest of the series ASAP."

The statistics were encouraging,

too, with more than 5,000 airings logged during the first month. This enthusiastic station response continued through May, when — at the conclusion of the campaign — the spots had been aired more than 18,000 times on 90 different stations throughout the state. The material was well received even in the New York City market, where one station alone indicated more than \$15,000 worth of public service time through its computer billing system.

Did the energy campaign succeed? In terms of reduced energy consumption, it's really too early to tell. However, based on our initial goal — providing people with energy tips — the total campaign

was a huge success.

As a result of radio spots, combined with newspaper features, and other promotional methods, NYS Cooperative Extension succeeded in placing more than 2 million copies of the energy factsheets in the hands of consumers in 5 short months. These were distributed by energy coordinators in county Extension offices.

From a media standpoint, most important is the knowledge that even for public service spots, radio stations appreciate fresh, creative material and a-ward valuable air time to organizations that produce it. □

“Hands-on” home repairs

by
John K. Polgreen
Area Extension Agent
Cooperative Extension Service
University of the District of Columbia



“Learning by doing” is still the best teacher.

Don't vacate—renovate! That's the theme of Extension home repair workshops in the District of Columbia.

This program offers help to those residents who face rapidly rising home maintenance costs, and who may even lose their homes. This innovative, community-centered program often means the difference between staying in or leaving a neighborhood.

In a city where whole neighborhoods border on destruction, in the face of changing real estate values, the impact of self-help for the homeowner is significant.

Basic home repair course

In developing the home repair workshop, the first step was the creation of a basic course. This course would help any homeowner who had little or no repair or maintenance skills and little money to take care of minor problems that often cost a considerable amount to remedy. After surveying community needs, a home repair program was developed by Extension personnel in Texas, further refined in Michigan, and then adapted to the special needs of the people in the District of Columbia. It includes sessions on

wall repair and wall fasteners, windowpane replacement, basic plumbing repairs, weather-stripping and caulking, and electrical repairs.

The key word for this basic course is "hands-on". Participants learn by practicing—rather than by observing—and class sizes are small, so that everyone can try out the new skill.

First round

In November 1976, after a year of research and planning, the first round of the Basic Home Repair Workshop got underway in three locations: Takoma School in the far Northwest part of the city, Claridge Towers in the Northwest, and the Old Anacostia Home Repair Information Center in the Southeast area. This center was established as a joint effort of the District of Columbia Cooperative Extension Service, the Metropolitan Washington Planning and Housing Association, and the Neighborhood Housing Service. Approximately 100 residents, including many families, completed the first round of sessions and received certificates for their accomplishments.

Second round

January saw the creation of three new centers—a permanent workshop facility in the District of Columbia Extension office, plus

two "portable centers" at the Southeast Branch Library and at the Ayuda Legal Services, on Columbia Road. Classes were held at the three new locations and at the Old Anacostia Home Repair Information Center. In Anacostia, despite the bitter cold, more than 100 people showed up for the program. This resulted in scheduling two new classes to meet the demand.

By this time, enthusiasm was running so high at the Anacostia Center that a home repair club was formed with people sharing their skills in each others' homes. Participants from the first session became "Junior Instructors" and assisted the new students in learning home repair skills.

Round three and beyond

The success of the first two series of workshops resulted in more attention for the program, as word of its success spread. Enthusiastic articles appeared in the *Washington Post* and other local papers. Television coverage quickly followed. One editorial television director gave the program a hearty thumbs-up, while a news reporter was so excited that he came back to join round three as a student after completing his feature story. □

by
Arland R. Meade
Head, Agricultural Publications
College of Agriculture and
Natural Resources
The University of Connecticut

Don't say "no" to Elsie

"Telling me 'no' doesn't work," asserts Elsie Fetterman, Extension consumer specialist at the University of Connecticut.

But that does make Elsie work. It makes her work to prove that the accomplishment someone said "no" to was not only possible, but would be done—she'd see personally to that.

No budget for it? No staff? Just a hurdle to leap. She would find a way.

There's a long string of anecdotes on what has happened when someone said "no" to Elsie Fetterman. I'll touch on a few.

The school where she taught home economics in 1949 had no refrigerator for her classes. The principal told Elsie the school could not afford one, and that she could keep food cool in a closet on the north side of the building.

Elsie studied plans through which manufacturers would let schools have equipment for token sums. She measured space and drew plans for needed remodeling which would have cost very little. She presented this information to the principal, who firmly said "No!" No action could be taken. Elsie had already explained the plans to the chairman of the school board. When the principal made no mention to the board of Elsie's plan, a school board member brought it up and the board nullified the principal's "no."

"That," said Elsie, "was when I learned a vital lesson. Always tell more than one about your proposals, either in person or by

carbon copies of transmittal letters. This lets other interested persons know what is going on, what your objectives are."

At the moment, Fetterman is undertaking an assignment in the Office of Consumer Education with the U.S. Department of Health, Education and Welfare (HEW), on a year's leave from the Connecticut Cooperative Extension Service.

What sort of activities made HEW know that Elsie would be able to conceive, formulate, and implement consumer education projects?

Examples are legion.

In 1972, Fetterman undertook the production of educational television in Spanish, without any knowledge of the language, without money to hire translators, or actors.

Her first step was to call a conference of Spanish-speaking community leaders and professionals in Connecticut. Some three dozen came for the first conference. She asked them what they would want to see in TV programming for this audience.

The conferees said their people would not want lectures, panels, formalized school-type presentations and the like. They wanted education worked into dramatic presentations, with music, dancing—something pleasant to watch.

Next, Fetterman received a grant from the Connecticut Commission for Higher Education to provide money to pay for studio time for the shows at an educa-

tional TV station about 25 miles from the university campus.

"Cross-cultural" problems were frustrating. The productions were not completed by the time Elsie Fetterman went on sabbatical leave to Cornell University.

In spite of the fact that often the volunteers did not show up on time or even at all, Elsie paid her own expenses for car and plane to Hartford from Ithaca, N.Y., and was always on time. Eventually some money had to be found to pay nominal fees to the "volunteers" to get them to produce something that they had said they wanted—and which was to help their own friends and neighbors.

I asked Elsie why she struggled so on this project when all signs in two languages said "NO." She responded that her mission in Extension was to reach any groups who said they wanted the information and in whatever ways they could receive it. If cultures and values were different, the responsibility was hers to find a way to make the teaching work, not theirs to change their culture.

The struggle was great, but in the end, two good TV shows were taped in color. These are still being used in various parts of the country, and Elsie hopes for funds to duplicate them for even wider use.

Elsie Fetterman became Extension home management specialist at the University of Connecticut in October 1966. Extension and consumer education in Connecticut, and the Nation, have benefited from her inventiveness, initiative,

and courage ever since.

During her first month on the Extension staff, she declined to take "no" from presidential consumer advisor Betty Furness. At that time, Connecticut banks had sent thousands of credit cards to people who had not asked for them—including one of her children, a minor.

Fetterman saw the danger in all this, to the consumer and perhaps even to the banks themselves. She scheduled a big consumer day at the University of Connecticut and proceeded to set up a program. Fetterman sought the presence of Furness, but was turned down.

"What a pity!" Fetterman retorted over the phone, "that the person our tax money is going for cannot come the short distance to Connecticut to speak to some 1,000 people from 50 organizations representing the 928,000 citizens of Connecticut."

The "no" melted to a "yes" and Betty Furness and others spoke to more than 2,000 people—and that on a night in November when an early snowfall had made roads slippery and driving hazardous.

That was the beginning of the many consumer programs Fetterman has tackled and completed in the past decade for the Co-operative Extension Service. Without TV experience, voice, or style, she has initiated and emceed a successful 15-minute consumer education show on the second biggest station in the state for 8 consecutive years.

Her rapidly growing number of national contacts helped. When-

ever Fetterman hears—and her "antennas" somehow seem electronic—that some appropriate person is going to be in or near Connecticut, she corrals her or him for a taped interview.

A TV director who, after seeing her first couple of broadcast interviews, and noticing how overly strong she "came on" and the voice that was by TV standards strident, said "She won't do! The program's OK but we'll have to find a better TV figure for emcee."

But the program was Elsie. The genius of selecting and obtaining guests was Elsie. The knowledge of subject matter and skill in asking questions that would elicit answers of educational value to the TV viewers was Elsie. Elsie stayed; and fan mail came to prove her worth.

Fetterman was also founder of the Connecticut Coordinating Council for Consumer Affairs and became its first president. With many business associations as members, she recognized the great value in consumers and business working together as friends—not enemies.

The last two Connecticut governors have appointed her a member of the Governor's Consumer Advisory Council, on which she is serving as chairperson for the term of 1975-1979.

In 1976, Elsie Fetterman received a superior service award from the U.S. Department of Agriculture (USDA) for her Extension work with consumers.

Even USDA can't say "no" to Elsie! □



Allen Ludden and Elsie Fetterman in a recess during videotaping of *You Owe It To Yourself*, at WTIF, Hershey, Pa., in 1973.

by
David A. Zarkin
Extension Information Specialist
University of Minnesota

In the past, the transportation needs of rural Americans have been overlooked in favor of urban needs. New emphases under present rural transportation programs funded by both federal and state agencies have brought a change in this trend.

These programs can substantially improve the mobility and quality of life of rural residents and encourage community development and growth. Local government officials in rural—as well as smaller urban areas—are discovering a growing demand for better transportation, even as costs continue to rise.

Shaping transit to fit the market needs of a community through paratransit systems—the transit modes that fall between private vehicles and conventional public transit systems—is gaining acceptance. A growing body of policies and programs, both public and private, is developing around them.

Paratransit may be the only practical form of transit for rural areas with their wide dispersal of residences, jobs, schools and ridership. Paratransit has received much attention recently as a way to bring transportation to low-

PARATRANSIT— an

density areas. It is distinct from conventional bus and rail transit. Types of paratransit include dial-a-ride, shared taxicab service, jitneys, subscription bus, car pools, van pools, and short-term car pools, either company-owned or rental.

Recognizing that a variety of programs of paratransit experimentation and demonstration are needed, the University of Minnesota Agricultural Extension Service and Continuing Education and Extension (CEE), in cooperation with several state agencies and other organizations, sponsored a 3-day Paratransit Conference in the spring of 1977 in Minneapolis.

People from throughout the United States joined experts from universities; federal, state, and local agencies; and private industries at the conference. The 200 attendees participated in workshops on rural and small urban transportation, metro and urban transportation, taxis, special needs, and vanpooling and carpooling.

A display of prototype paratransit vehicles provided by the Urban Mass Transportation Administration (UMTA), Washington, DC, gave conference participants an opportunity to visualize the shape of things to come.

Although most rural areas are growing faster than urbanized areas because of a continuing disenchantment with urban living, public transportation in rural areas generally is inadequate, according to a recent survey by the U.S. Department of Transportation. A substantial segment of the rural population has limited or no access to an automobile, and is identified as "rural transportation disadvantaged."

These "disadvantaged" are persons in rural households who do not own and operate an automobile because of low income, or have an automobile in such poor condition that the cost of repair cannot be justified. They also include rural persons who do not own or operate an automobile



alternative for rural America

because of advanced age or physical or mental impairment, and persons left without automobiles when the principal wage earner drives the family car to work.

Improper planning has led to inefficient services, low levels of vehicle utilization, and costly services, according to a report from the Institute for Public Administration. If a transportation system is designed improperly, its routes can be drawn aimlessly and equipment purchased before routes and schedules are even planned. Rural transportation systems must be undertaken with some advance idea about system objectives, such as: service area, potential patrons, and trip purposes.

"Most of the systems I see don't have any objectives," said Kay Regan, UMTA program specialist, Washington, D.C., at the rural issues workshop. "Is the intended clientele really being transported?" is a question Congress is asking of programs supported

with federal money.

"We are also seeing some duplication. . . . If there is going to be duplication at some point. . . we want to avoid that. There is only a certain amount of money to provide transportation," she added.

University of Minnesota Extension agricultural economists Steve Levy, Harald Jensen, William Easter, and Jerry Fruin say lack of transportation can place severe limitations on older Americans. These transportation deficiencies are more acute in rural than urban areas because of sparse population and the difficulty in organizing daily transportation services. They provide information for persons planning transit systems for rural older persons. Costs of six alternative transportation modes are analyzed in "Developing a Transportation Program for Older Rural Americans," *Minnesota Agricultural Economist*, No. 588, April 1977. Single copies are available from Jerome W. Hammond, Department of Agricultural and Applied Economics, Uni-

versity of Minnesota, St. Paul, Minn. 55108.

Paratransit vehicles that are accessible for the handicapped and elderly are being developed by UMTA through its Paratransit Vehicle Project, and these vehicles were on display at the conference. Most taxicabs, which constitute the largest percentage of paratransit vehicles, are slightly modified private passenger automobiles, designed primarily for appearance rather than function considerations. The design has made these conventional automobiles difficult for elderly persons to get in and out of. An UMTA regulation states that local transportation planning must include special efforts to plan mass transit facilities and services that can effectively be used by elderly and handicapped persons.

Co-chairmen of the planning committee for the Paratransit Conference were Luther Pickrel of the Agricultural Extension Service and William Rogers of CEE. For additional information about the paratransit program and copies of the conference report, write Pickrel at 306 Wesbrook Hall, University of Minnesota, Minneapolis, MN 55455. □



Shacks to stability through self-help housing

by
Doris Henrique
Asst. Agricultural Editor
University of Delaware

Four years ago the rural community of Laurel, Delaware, officially annexed a 98-acre tract of land known as West Laurel—a section containing some of the most blighted housing to be found on the East Coast of the United States.

Today the community is well on its way to resolving its most critical housing needs and has embarked on a full-scale redevelopment campaign financed with a series of grants in excess of \$1.5 million.

Housing in West Laurel consists of various kinds of shacks—old 8 x

8-foot chicken houses, former roadside motel cabins, and old trailer homes. Out of 259 of these dwellings, only 10 or 12 are structurally sound. Some units have no electricity. None have indoor toilets or hot running water. Many lack any plumbing at all and families must draw water from nearby wells or a creek.

Approximately 1,300 people live in West Laurel. Ninety-three percent of them are minorities who came to lower Delaware looking for seasonal employment. In general, the citizens of the town of

Laurel own their homes, so from the beginning there were few rental units available for these newcomers. Often they were forced to accept the makeshift housing provided by a handful of landowners in West Laurel.

The situation gradually worsened. Many units would have been condemned as uninhabitable. If there were any other place for these people to live.

For 6 fruitless years, the community leaders of Laurel sought a way to correct these critical housing conditions. In July 1974,



the situation changed.

Pilot effort

Representatives of the College of Agricultural Sciences at the University of Delaware invited Laurel to participate in a pilot redevelopment project under Title V of the 1972 Rural Development Act. They chose the town for assistance partly because of the demonstrated willingness of leaders to work to solve their housing and other community problems.

Two Extension community resource development (CRD) agents at the University of Delaware's Georgetown Substation provided research and technical advice for the Laurel project.

"Title V assistance was concentrated on two parts of the town's overall redevelopment plan—a 39-unit mobile home park and a riverside recreational park," said CRD Agent Daniel Kuennen. These are both now completed.

Interim housing

The mobile home park is designed to provide interim housing for residents of West Laurel while permanent, standard low-income housing can be arranged. The mobile units for the park are leased from the federal government. They were moved to Laurel in 1974 from Wilkes Barre, Pa., where they had been used for temporary disaster housing after Hurricane Agnes in 1972. Students in shop classes at the Laurel High School helped recondition the units.

In July 1975, the Delaware state legislature appropriated \$255,000 for the construction of the mobile home park. That August the town also received a grant of \$250,000 from the U.S. Department of Housing and Urban Development (HUD). Kuennen and Robert L. Meinen, rural development research and extension agent, (now employed by the state park system of Nevada) helped the town prepare the application for this second grant. Money from the HUD grant has been used for the

mobile home park, for buying property for a senior center, for constructing a new water tower, and for purchasing some West Laurel properties for redevelopment.

In the fall of 1976, the mobile home park was completed, with families moving in during October and November.

The Title V Extension staff assisted town officials with the mobile home park in several ways. First, they surveyed the families living in the blighted West Laurel area. The data collected was then used to identify residents of substandard housing and find potential applicants for the mobile home park. Seventy-eight percent of those polled said they favored the projected changes, including a possible move to the park.

Family training

Survey information gathered has also been used in developing a family living program for park residents under the direction of Extension Family Living Agent Betty Richardson.

Richardson conducted several pre-occupancy training sessions for West Laurel families moving into the mobile units. These covered decorating and moving tips, understanding your house, care of mobile homes, and pointers on simple housekeeping.

Post-occupancy sessions have included both group and individual assistance—much of it provided by Richardson and other Extension personnel through visits with the mobile teaching unit, known as MOTEC, which is housed at Delaware State College (Delaware's 1890 college). MOTEC is a program which brings Extension information to the often-overlooked people who live in crossroad communities throughout rural Kent and Sussex counties.

Renewal continues

The latest renewal effort in Laurel has been made possible through a \$559,000 grant under the new federal Public Works Act — designed to create jobs in the

ailing construction industry. The grant will be used to build a new firehouse. Town leaders found out about their eligibility under this Act through a series of workshops with the CRD agent.

Kuennen stresses that Laurel received assistance through a multidisciplinary approach, with many branches of Extension working together—people helping people help themselves. Personnel from both the 1890 and the 1862 land-grant colleges in Delaware have been involved in the program.

Assistance to Laurel is in a form which can be adapted by similar communities around the country. The Delaware Extension staff has prepared four publications based on field experience in Laurel: a mobile home park management guide, a community project checklist, a recreational park management guide, and a guide to small town police management.

Today, largely because of the impetus provided by the Title V project (now officially over), Laurel is a town with a much brighter future. With the revitalization still going on, private investors are now being encouraged to come in with their own enterprises. One out-of-state developer has built 39 middle-income rental units on the outskirts of town. A large chain drugstore is also considering locating there.

Kuennen, who likens Extension CRD work to that the Peace Corps does overseas, is pleased with these signs of growth. The town of Laurel still has a long road ahead as it pursues its comprehensive redevelopment plan. But it is well on the way. □

Editor's note—The Northeast Regional Center for Rural Development has prepared some excellent audiovisual (videocassette and audio-slide) presentations documenting the Laurel project. For more information, contact the Center, 242 Roberts Hall, Cornell University, Ithaca, N.Y. 14850.

Update on Pesticide Applicator Certification

Since 1975, State Cooperative Extension Services have been training farmers and ranchers for certification of restricted-use pesticides under joint agreements among USDA, the Environmental Protection Agency (EPA), and state regulatory agencies.

By mid-1977, more than 847,300 private and 188,900 commercial applicators were certified. The following articles are only three examples of how each state has adapted this national program to fit the special needs of its own population.

by
Kenneth Kingsley
Extension Communication Specialist
Oregon State University

High score with low-cost input

Some veteran agents suggested an innovative response to an unusual educational challenge. The result—a broadcast television short course.

During the summer and fall of 1975, central staff specialists at Oregon State University (OSU), and county agents prepared to train 8-to 10,000 Oregonians for certification to apply restricted-use pesticides in each of the state's 36 counties.

By winter, pilot training sessions were initiated in several counties. That's when it became evident that traditional Extension delivery methods were not adequate.

Specialists found that demands on their time were much greater than anticipated as requests from agents for participation in the individual training meetings mushroomed.

Agents were also unhappy with the pilot program. Too many applicators needed to be certified. Highly populated counties required scheduling many meetings

to keep groups small enough to be effective.

The travel time and expense involved in sparsely populated counties made a series of meetings impractical. Neither agents nor farmers could afford the time away from other responsibilities. Finding meeting dates acceptable to a majority of farmers also proved difficult.

Early problems were not confined to the Extension Service. The state agriculture department couldn't test after each training session in each county. And, early testing indicated training was not uniform from county to county.

By spring 1976, it was apparent that Oregon's training program for private applicators would have to undergo a major reorganization. In June, at the request of several agents, a planning committee of pesticide specialists, agents, communication specialists, and administrators met to develop a mass-training program. Their consensus was that a television short

course was needed.

Fred Hagelstein, assistant director for agricultural programs, appointed a working team of four Extension educators to develop the course. They included Joe Capizzi, entomologist; Lloyd Baron, Washington County Extension agent, who has initiated the drive to revamp the program; and Bill Smith and Ken Kingsley, Extension communication specialists.

The team settled on broadcast television as a delivery medium, using both educational-public television and five commercial television stations to blanket most of the state.

The use of commercial television for short course programs was untried in Oregon. It involved obtaining public service time at predetermined hours on consecutive days, 6:30 to 7:00 a.m. Monday through Thursday. The state department of agriculture then scheduled examinations around the state on the Friday following the broadcast. A small-



Bill Smith and Joe Capizzi tape one of the four half-hour programs.

format videotape (1/2-inch) was also produced for use in areas not covered by the broadcast television stations.

The team developed four, half-hour television videotapes which include all material covered on the examination. They also produced flyers, newspaper releases, and radio spots to promote participation and encourage advance registration.

The Extension educators had developed the course so that people could learn proper applicator techniques and pass the examination for state certification. The team took a look at the low scores from the early pilot sessions. In some cases, people who knew the material were failing. Looking further, they discovered some people were simply unaccustomed to taking tests, so they built in some training on that, too.

The team collaborated on a "viewer's guide" for mailing along with two EPA-supplied reference manuals, to those registered for

the training. Both the viewer's guide and the videotapes contained practice questions with the correct answers identified and explained. The guides also told the reader where to look in the reference manuals for additional information on the material in each question.

A closed-circuit pretest of the program in one county indicated that exam scores were much improved over earlier pilot programs not utilizing television (an average score of 87 percent compared to 77 percent).

The television programs were broadcast in late 1976 and early 1977, and the results of the pretest were proved again by nearly 5,000 persons participating in the short course. In the pilot programs, only 76 percent of the participants made a passing score of 70 percent or better on the exam, compared to 94 percent who passed after completing the short course.

The program was successful in other ways. Agent creativity in

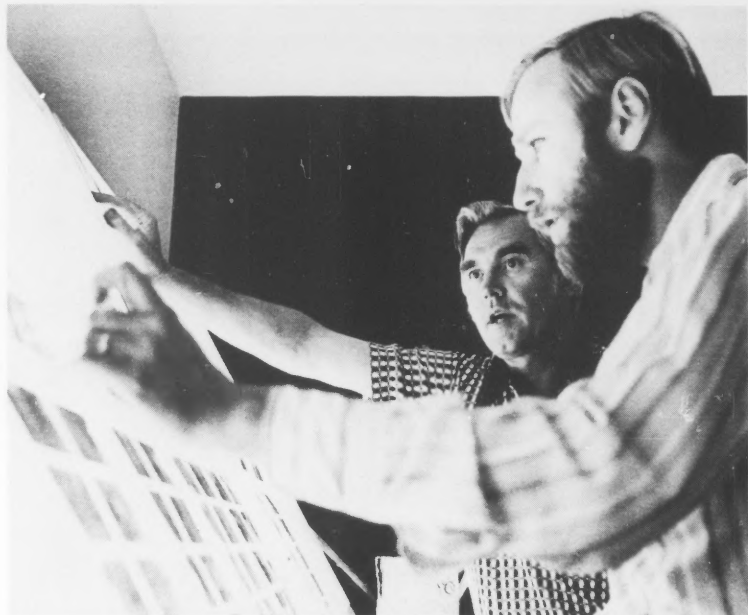
using broadcast television and videotape has given credibility to these media in other Extension programs. In one county an agent used broadcast television, a public access channel on local cable television, and the closed circuit facilities of a local hospital to reach all the farmers in his county.

In another county, 30 farmers who had no home television reception met in a local tavern to watch the programs via cable television. Other counties used closed-circuit television for the first time and were pleased with the ease of operation and effectiveness of small format videotape.

With nearly 5,000 success stories (certified applicators) as proof, the OSU Extension Service has shown it can reach a large population with personalized short course programs. It can be done by a united small team without major input of limited staff and dollar resources. □

Slide strategy trains troops for pest war

by
Gary L. Bennett
Extension Editor
Colorado State University



Bohmont and Seegmiller pick slides for the pesticide applicator training program.

A sleek and gleaming silver Rolls Royce glided to a stop at the curb. Tipping his cap, the chauffeur hurried around to open the door. As the four people settled into the opulent comfort of the seats, they were whisked across Hollywood for a late lunch and a chance to review the morning's studio work.

As he scanned the menu, Bert Bohmont, Extension agricultural chemicals coordinator from Colorado State University (CSU), felt good about the morning session. The sound was nearly ready to be mixed and all the film was processed and waiting in Colorado, where it had been shot on location. All that was left were the few finishing touches in the studio to the sound track, and some final editing of the film. Then, the production would be complete and ready for release.

Bohmont completed the eight-part, slide-tape series under a \$137,000 contract from the Environmental Protection Agency (EPA). More than 2,000 sets of the series which is based on the core manual, *Apply Pesticides Correctly*, have been distributed nationwide to county agents.

Bohmont's original proposal to EPA was for production of videotape recordings. After receiving the grant, he formed an advisory committee with membership from each of EPA's 10 regions. Later, EPA suggested that the format be altered to a slide-tape presentation.

"Scrounging slides from many far-flung sources and using art work from the core manual, Bohmont formulated a basis for the series. Two photographers from the CSU photo lab, Joel Draught and John

Messineo, shot an additional 9,000 photographs—733 of these found their way into the slide trays of the final shows.

When it came time for the sound, there seemed to be but one man who could fill the bill for the voice quality required. But Brad Crandall, a familiar voice on TV and radio commercials, was too busy to come to Denver. He would, however, be able to voice the script in Hollywood.

Accompanied by Carlos Seegmiller, a programs coordinator in the CSU office of educational media, Bohmont flew to Hollywood. That's where the trip in the studio's courtesy Rolls Royce occurred, something Bohmont describes as just a little out of the ordinary for most Extension education activities.

The original series, as ordered by EPA, includes eight subject areas: identification of common pesticides, pest control and pesticides, understanding pesticide labels, using pesticides safely for personal protection, safeguarding the environment from pesticides, application equipment for pesticides, calibrating pesticide equipment, and pesticide laws and regulations.

On his own, Bohmont has produced additional clips on pesticides in the environment; skin, eye and lung protection from pesticide exposure; proper handling, storage and disposal of pesticides; and a second version on equipment calibration.

Before it was all over, Bohmont knew there would be thousands of enemy dead and, if everything went as planned, few or no injuries within his own ranks. □

21,500 . . . and still counting

by
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Director of Short Courses and
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In Pennsylvania the mandated certification of persons as pesticide applicators provided an opportunity to educate large numbers of individuals in various facets of pest management and environmental quality. To date, more than 21,500 have been certified.

With the Pennsylvania Department of Agriculture designated as the certifying agency and the Cooperative Extension Service of the College of Agriculture designated educational unit, the state began a program that has been challenging, at times frustrating, and eminently successful.

To provide large-scale education in a limited time, without increase in staff or facilities, or a decrease in quality or quantity of ongoing Extension programs, a correspondence course was the method chosen.

Packets of educational materials were developed for 16 of the 18 commercial-applicator categories identified by the Pennsylvania Department of Agriculture.

The correspondence course technique was chosen for various reasons:

- An ongoing program of 110 noncredit correspondence courses provided knowledgeable and experienced staff in methods, procedures, techniques of developing courses; preparing materials and distributing them efficiently.
- Present facilities could handle the anticipated 30,000 enrollees.
- This method would require a minimum of involvement by county-based Extension staff.
- Enrollees could study at home when convenient until they were confident they knew the required material.
- Costs could be recovered from the enrollees.

A pilot study tested the value of correspondence courses and unproctored open-book examinations for certifying individuals to use restricted-use pesticides. Seven faculty members—both resident and Extension staff—prepared a 10-lesson correspondence course titled "Pest Management and Environmental Quality," plus a proposed certifying

exam. Topics included: pest management, weed control and herbicides, plant disease control, pesticide formulations and application equipment, and practices safe for people and the environment.

The pilot study involved random selection of 100 farmers in the northwest section and 100 farmers in the central portion of Pennsylvania. Each group was then divided into groups 1A, 1B, 2A, and 2B. Groups A received formal classroom instruction, while groups B received their instruction by the correspondence course technique. These groups were further divided into subgroups for additional testing.

Some data from the pretesting indicated: There was no significant difference in the final grade mean test scores of participants completing tests, whether the method of instruction was by correspondence course or by classroom workshops. Ninety-two percent passed, either way.

Respondents were asked to rate the course on the information it contained, completeness, clearness of presentation, ease in reading and understanding, and attractiveness. On a scale of five, the average of each item was rated as four or higher, with only 16 indications of needed improvement out of a possible 320.

With information from this study, the Pennsylvania Department of Agriculture chose the correspondence course to prepare individuals for the private applicator examination and adopted the open-book unproctored examination.

Regional pesticide inspectors from the State Department of Agriculture administered and proctored the commercial applicator certification. Examinations for both groups use true-false or multiple-choice questions. This permits machine scoring and the use of computers to record information, prepare mailing labels, print out the evidence of successful completion, and analyze data as required by the state.

As Extension educators, we believe the program has been effective, efficient, and economical. Now it's a matter of continuing certification—21,565, 21,566, 21,567 . . . □

Rediscovering the basic relationships of soil, water, plants and animals means better teachers and increased environmental awareness for Kansans, John K. Strickler, a Kansas State University (KSU) Extension forester believes.

With the help of several state and federal agencies, Strickler, who organized a 4-day Environmental Education Workshop, says environmental education is a process that can be integrated into all school grades and studies.

"The workshop we held at Rock Springs Ranch near Junction City, drew more than 100 teachers and other professionals who are concerned about the role of environmental education," he says.

"There never has been a time when environmental education was more important. Take a hard look at our current food and energy situations around the world. Here we can see a reflection of our past failures to teach basic environmental concepts."

Strickler, who is also chairman of the Kansas Advisory Council for Environmental Education, says the first Kansas workshop grew out of similar workshops conducted by the U.S. Forest Service around the country. He feels the key to a successful workshop is to draw participants from a broad representation of interests.

The workshop, conducted primarily outdoors, is a gradual process through which participants gain greater understanding of the environment. "The beginning of environmental education is to make people aware of their own surroundings and their environment," he says.

By working in small groups, participants find out that environmental problems are complex and environmental education is a must if we are to examine all sides of an issue and reach a balanced decision. By leading people through a process of inferences rather than doling out answers, the workshop concept teaches the simple idea that "none of us is as



Small group sessions in a natural setting contribute to the success of the Environmental Education Workshop. While one group examined a forest situation, other groups investigated soil, water and wildlife habitat. During the workshop, each group had an opportunity to investigate three of the four environmental aspects.

Environmental education for educators

smart as all of us".

Included in the 4-day session were an orientation; small group environmental investigations in soil, water, plant and animal habitats; an exercise in land use planning; and an environmental in-

by
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Area Communications
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Bill LaShier and Sandra Sanders examine the growth of a tree.

vestigation in an urban setting at Junction City.

Instructors for the workshop were discussion leaders more than teachers, and were drawn from Forest Service (FS) and Soil Conservation Service (SCS) personnel. The Forest Service began the workshop idea more than 10 years ago, Strickler says, and has found that a mixture of people from a variety of disciplines makes for a better workshop than just a limited interest group.

"Nearly 60 percent of the workshop took place in the field with participants leading each other into discovering why some soil types are not suitable for housing developments, why some forested sites should be thinned, and why altering one aspect of the environment affects others. The beauty of the workshop and why it works is that it is impossible to go through the session and not get involved," Strickler says.

In addition to the Forest Service, organizations sponsoring the workshop included KSU's Department of State and Extension Forestry, the Kansas Advisory Council for Environmental Education, the Kansas State Department of Education, Bethel College, Emporia Kansas State College, Fort Hays State College, KSU, Pittsburg Kansas State College, the University of Kansas and Wichita State University. Several of the institutions offered college credit for those attending.

The first workshop was so successful that requests for additional sessions are already coming in.

"Ideally, we'd like to use some of the participants in the first workshop as instructors or interns in the next one," Strickler says. "If an environmental education program is to be effective here on a continuing basis, it has to be a Kansas program. We must further develop the educational and natural resources Kansas already has. What we really want to do is train Kansans to do the training in the future." □

"The struggle isn't over yet"

by
Lorraine B. Kingdon
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Cooperative Extension Service
Washington State University

It took 6 years of patient, non-ending struggle, but the Colville Indians finally won their battle with the government. The booty? —120 new homes for tribal members.

"The struggle isn't over yet," said Mary Lemery. As a charter member of the tribal housing authority, she sees a need for at least 450 additional homes.

In 1971, the tribal council established the housing authority, hired a housing director, and rushed into a housing survey.

Original members of the hous-

ing authority besides Lemery were: Glen Whitelaw, Father St. Hilaire, Al Hart, and Eddie Palmenteer. Harvey Moses became housing director, a position he still holds.

Marie Bremner, Ferry County Extension agent with Washington State University, helped design the houses. Working along with an architect, Bremner planned houses that were both attractive and easy to care for.

"We insisted on floor coverings that were smooth so they'd clean easily and not trap the dirt," she



The Cardens pose at their old home. . .

said. "The walls have an enamel paint that's smooth and easily washed. Lightly textured ceilings were put in, for the same reason."

To satisfy the Department of Housing and Urban Development (HUD), the authority had to talk to every member of the tribe within a month. Under HUD's standards, 450 members were eligible for home financing; however, only 120 units were funded.

"We thought our troubles were over," said Lemery. "Actually, they were just beginning."

"We wanted to build the homes ourselves, but HUD told us we'd have to find a builder with more than \$5 million financing. Next, the builder backed out, and the tribe discovered we'd have to mortgage land for the money. The project stopped right there.

They began again with the architect and Bremner designing plans to fit the unique housing needs of the Colvilles. "We felt that housing plans developed for people living in cities just wouldn't do for us," said Lemery.

"We didn't want large groups of houses all shoved together; also many of our families needed homes that could grow with the family," she added. "Our scenery is beautiful, and we want to enjoy it.

"The government didn't see it our way, not for a long time," Lemery continued. "We're the first tribe to persuade HUD to allow the kind of housing we knew we needed."

Bremner, the Ferry County agent and Lemery were the first to insist on another concept that the government found novel and somewhat upsetting. They believed the eventual tenants should be able to choose the color of their own houses, floor coverings, draperies, and even select the counter top colors they liked.

"We believe people will just naturally take better care of their homes if they have a say in how the house looks," Bremner explains. "We finally got what we wanted, and it's working just that way, too."

Northern Washington cold winter weather made other changes necessary. The houses feature metal roofing for protection against heavy snowfall.

Power outages are quite common on the reservation, so the new houses also have fireplaces to burn wood.

About the time the designs were complete, the architect left. Another slowdown. A federal moratorium on the HUD housing program was then declared.

A year later the project began again. "We practically had to start over," said Lemery. "We had to get a new bid proposal, a new list of eligible families—and that meant getting new land titles all cleared up—everything."

By July of 1975, the bids were in. More trouble. "The lowest bidder just didn't meet our specifications," said Lemery, "even though HUD wanted us to accept that bid anyway. "We wanted the houses built from the ground up right on the reservation so our people could be employed. This



... and their new one.



Marie Bremner (left) and Mary Lemery go over site plans.

builder was going to build modular homes someplace else and truck them to the reservation."

In January, 1976, the housing project was resubmitted for bids; in March, another builder received the bid; in May, the Labor Department entered the fray to get higher wages, and a last minute problem developed about getting clearance for power lines.

Building finally started in July, and the first units were ready to move into by December.

By then, some families had given up. "Two weeks before she could have signed a contract, one woman who had waited 6 years for a new house bought an old, but expensive, house that needs fixing," mourns Lemery.

There are success stories too, of course. Lena Laramie had lived for years in a small old house without sanitary facilities. Her new home is now within view of the old home in Inchelium.

Darrell and Marilyn Carden said it was like Christmas all over again

when they signed the papers for their new home. "We were in a daze." The young couple and their four small sons had lived on their 167-acre farm in a one-room house, with no water, no plumbing, and one bare bulb in the middle of the ceiling.

The Cardens, and all the other families, were prepared to take good care of their new homes. Marie Bremner, the Ferry County Extension agent had seen to that.

Long before the houses were built, Bremner worked with the housing director and housing authority to plan and hold pre-occupancy training classes. She explained the contracts people would be signing and helped them learn how to live with features many families had never been exposed to before.

Nancy Michel, Cooperative Extension Service aide, will continue to make frequent visits to the families. As problems develop with the houses, Michel will see that the builders take care of

them. She is also available in case the tenants have any questions.

The housing authority has changed in membership during the past 6 years, except for Harvey Moses, director, and Lemery, secretary. New members are Walt Moomaw, chairman; Albert Orr, vice-chairman; Lula Auberton; and Earl Crofoot. New or old, they all agree their job has just started.

"We still don't have near the houses we need on the Colville Reservation," said Lemery. "We needed 450 houses, but that was back in 1971. By now we need another 450, even though we have 120 built. There are more jobs available on the reservation now so people are moving back.

"With the help of the Ferry County Extension Service, we'll just keep going back to HUD until we get all our housing needs taken care of. Almost buried in a mountain of paperwork, we almost gave up. But, we can't give up," she concluded. □



by
Jane Honeycutt
 News Editor
 Cooperative Extension Service
 Mississippi State University

"Pocket Watch—You can save a lot of money by doing some things yourself."

These opening lines of a jingle describe a statewide home economics program of the Mississippi Cooperative Extension Service (MCES), that's been going on for more than a year.

Pocket Watch is designed to help Mississippians live better, economically. Home economists say many simple repairs and home decoration jobs can be easily handled by family members with a minimum of training.

Launched by county Extension home economists in mid-1976, Pocket Watch activities and events attracted more than 48,400 people in the first phase of the program, which dealt with housing.

According to Frances Fortenberry, specialist in housing and equipment, "how-to-do-it" festivals were used to kick off the Pocket Watch program throughout the state.

"The housing festivals featured an array of resource instructors who presented ideas, tips, methods and detailed instructions, not only for saving money, but for getting those housing jobs done more conveniently and efficiently," Fortenberry said.

"Each county conducted programs to fit its individual needs,"

she continued. "Some conducted as many as 37 different activities in Pocket Watch."

Resource teachers for the program included: professionals, local do-it-yourselfers, business operators, and hobbyists.

Popular Pocket Watch sessions were those on plumbing and electrical repairs, home painting, energy conservation, making draperies, use and repair of appliances, and even remodeling a home.

One example, among outstanding Pocket Watch programs, was in rural Clarke County in east-central Mississippi. There all Extension Service staffers pooled their ideas and efforts to reach a variety of publics. These publics included 60 to 75 senior citizens who ate lunch daily at the National Guard Armory in Quitman, members of home economics classes, and members of homemakers' clubs.

This total staff effort, coordinated by Nancy Lewis, Extension home economist, included Bobby Fulcher, county agent; Stanford Qualls, associate county agent; Mable N. Thompson, associate Extension home economist; and Ronald Jones, 4-H youth agent. Under their expert leadership, area citizens learned how to repair furniture, cane chairs, refinish and reupholster

furniture, and make many minor electrical and plumbing repairs that helped save dollars.

One of the most unusual Clarke County events was a pre-Christmas tour featuring four types of homes. The informal, leisurely-paced bus tour gave participants many opportunities to ask questions about features in each home. A brochure outlined what to look for.

"The Pocket Watch program is the first of its kind in Mississippi," Fortenberry said. "We have a wealth of teaching and support materials and the full cooperation of volunteer teachers and educators. Thanks to Pocket Watch, thousands of Mississippians have learned simple home repairs at 650 meetings."

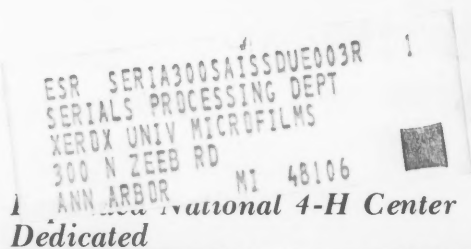
Records from Mississippi county home economists on this first phase of Pocket Watch showed:

- 346 newsletters reached 89,000 people
- 1,004 newspaper articles reached more than 590,000
- 1,966 radio broadcasts had a potential audience of 2½ million
- 80 TV programs reached a potential 800,000.

In April 1977, Pocket Watch shifted emphasis to food and nutrition, and in 1978 will go on to feature clothing.



people and programs in review



The National 4-H Center Dedicated



Shirley Ann Goodnight, 4-H'er from Greensboro, North Carolina, presents Caroline (Mrs. J.C.) Penney with a plaque for the contributions that the Penneys have made to 4-H and the expansion of the National 4-H Center.

"If one builds for a decade, one cultivates a tree; if one builds for a century, one cultivates men and women," Caroline Penney told the 850 people attending the dedication ceremony commemorating completion of the expansion of The National 4-H Center in Washington, D.C. This quote was one of her late husband's favorite expressions. She also added, "This building (J.C. Penney Hall) is not a memorial to Mr. Penney—it is an extension of his life and interest in 4-H."

Other buildings dedicated at the September ceremony were: The W.K. Kellogg Hall presented by Russell G. Mawby, president, W.K. Kellogg Foundation; and the McCormick Hall presented by Brooks McCormick, chairman of the board and chief executive officer, International Harvester Company.

The program included remarks by: James Nielson, deputy assistant secretary of agriculture; J. C. Evans, vice chairman, board of trustees, National 4-H Council; Charles Lifer, chairman, 4-H subcommittee, ECOP; E. Dean Vaughan, assistant administrator,

4-H/Youth, ES-USDA; and 4-H members Kathryn Ann Bettenhausen (Illinois), William Dodson (Virginia), and Shirley Ann Goodnight (North Carolina). Omer Voss, chairman, board of trustees, National 4-H Council, was master of ceremonies.

A commemorative mural depicting "Head, Heart, Hands, Health," by artist Dean Fausett, was dedicated to J.C. Penney and 4-H.

Americans and Soviets Complete Second Exchange Program

The warmth and friendliness of the Soviet people, the great size and expanse of their farms and machinery are some impressions of the U.S.S.R. that 14 young American agricultural specialists shared at a press conference when returning in September after 3 months in the Soviet Union.

The group spent 3 months at the National 4-H Center studying the language, agriculture, and culture of the Soviet Union before departing in early June. During their stay, they participated in seminars at Byelorussia Agricultural Academy, and then lived and worked on state and collective farms in the Crimea and Byelorussia areas.

Their counterparts, 14 Soviet agricultural specialists returned to the Soviet Union on August 30 after a 3-month visit in the United States, which included participating in a month-long academic program at the University of Minnesota and living and working on host farms in six states.

The exchange program is conducted in the United States by the National 4-H Council on behalf of the 4-H program of the Cooperative Extension Service. The Ministry of Agriculture is the sponsor in the Soviet Union.