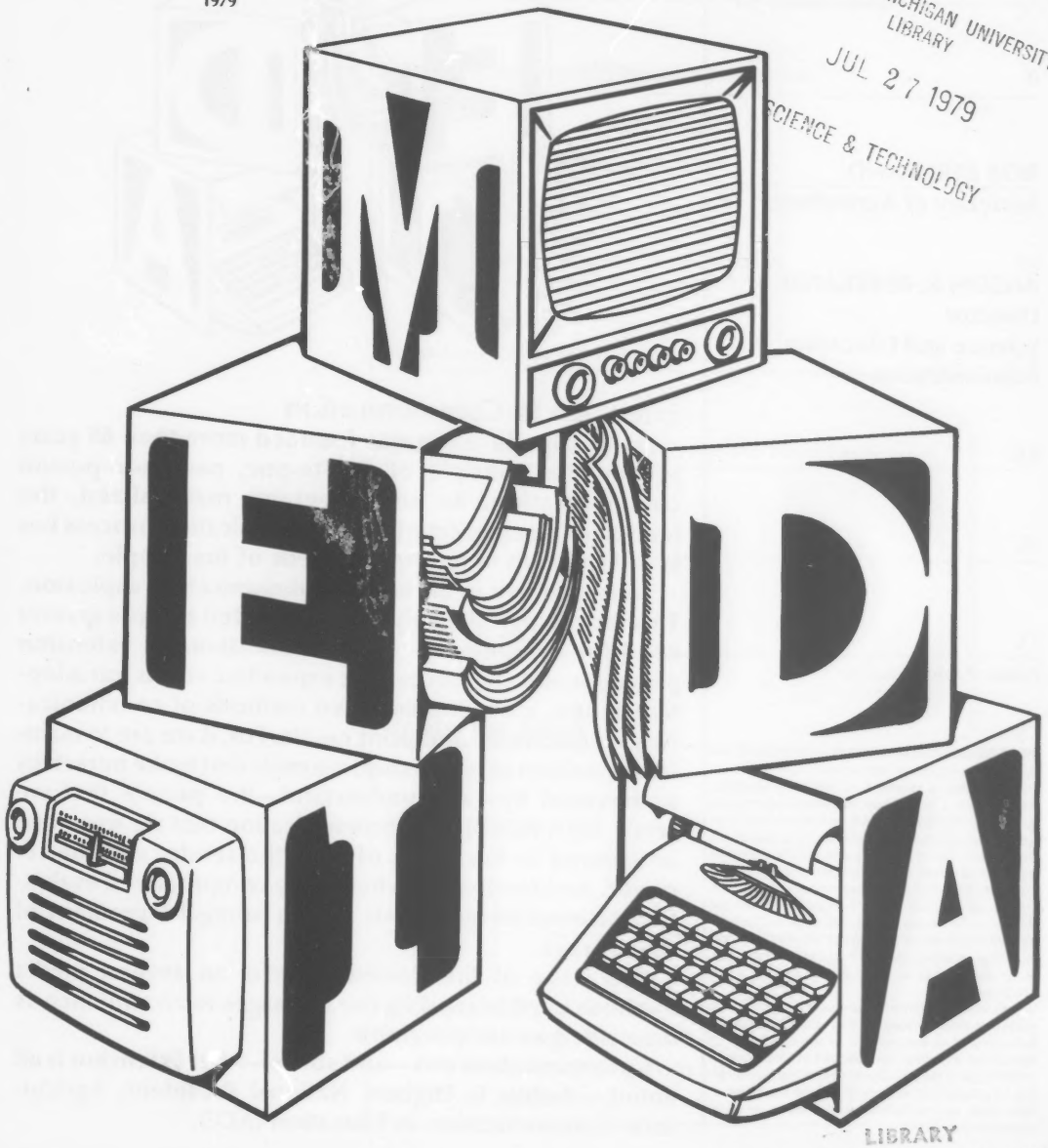
EXTENSION review

U.S. Department
of Agriculture

January-February
1979



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Vol. 50 • No. 1
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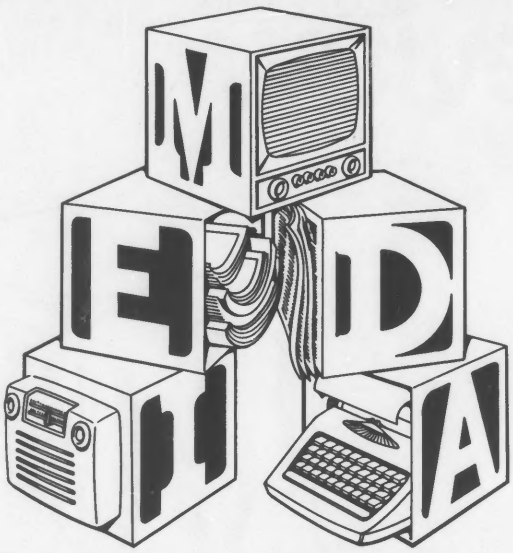
BOB BERGLAND
Secretary of Agriculture

ANSON R. BERTRAND
Director
Science and Education
Administration

Editor: Patricia Loudon

The *Extension Review*, bimonthly publication of the Science and Education Administration, is for Extension educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1979. The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at $1.40 per copy or by subscription at $8.25 a year, domestic, and $10.35 foreign.



Extension IS Communication

Extension education was founded more than 65 years ago on the principle of one-to-one, person-to-person communication. As new programs materialized, the feed-back mechanism of this communication process has kept Extension tuned to the needs of the people.

Today we live in an era of communication explosion. This technological revolution has created an even greater need for competency in communication. As Extension programs and audiences have expanded, so has our adoption of new, more sophisticated methods of communicating via electronic and print media. For, if we are to maintain a position of leadership, we must first make ourselves understood by—and understand—the people that we serve. Each method of communication that we use must be tailored to the needs of both the sender and the receiver. And feedback—whether by computerized evaluation or word-of-mouth—is still an intregal ingredient of the process.

This issue of the *Review* reports on several media methods used in sending our messages to an audience as diversified as our programs.

Communication was—and still is—what Extension is all about.—Arthur L. Higbee, National President, Agricultural Communicators in Education (ACE).

Contents

Across the Country

PSA's Spotlight Extension

by
Elizabeth Fleming
Communications Program Leader
Family Education/Food & Nutrition
SEA-Extension

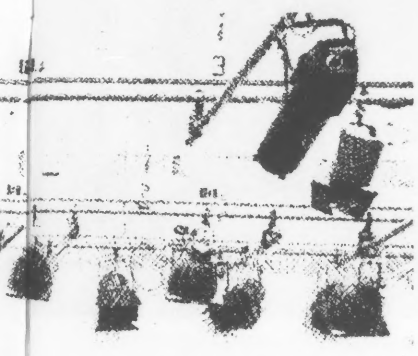
Five years ago Georgia Extension staff were locked into an undesirable Saturday morning TV slot. As an alternative, they decided to try public service announcements (PSA's) on commercial TV. These short spots featured local agents; animation; and a few, well-chosen slides.

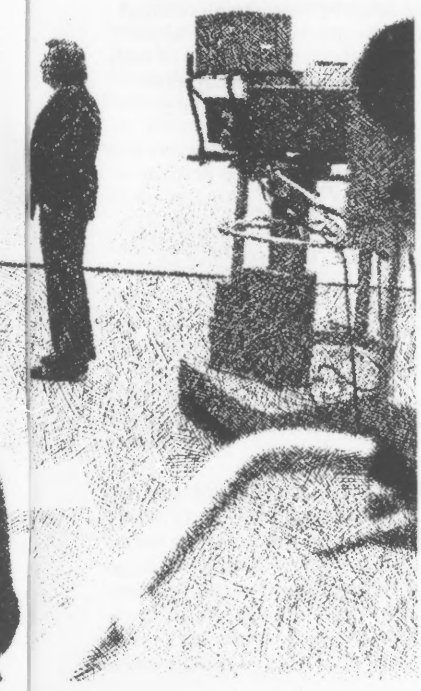
The Georgia spots were successful — sometimes appearing 3 or 4 times daily, often on prime time — in major markets such as Atlanta, Augusta, Columbus, Macon, and Savannah.

In 1977, members of the SEA-Extension information staff went to Georgia to tape a videogram (3/4" video cassette message) on the PSA's. They interviewed members of the Georgia team producing the spots, and shared this message with all states, along with the Georgia slides and scripts. As a direct result, more than 20 states are now doing local agent TV spots.

West Virginia

Dennis Godfrey, West Virginia program leader in information and educational technology, says local agent TV spots are an expansion of an already successful TV effort. This includes features on the 6 and 11 p.m. newscasts, 30-minute prime-time specials, and regularly scheduled weekend afternoon shows.





Washington

Another strong supporter of the spots is Lorraine Kingdon, Washington Extension information specialist. "Our 10-second TV spots with slides are being used just before the morning network news, and in the early evening prime-time. Stations are enthusiastic about receiving them."

Mississippi

"We've been trying to evaluate the effectiveness of our public service spot campaign," says David Hutto, Mississippi educational media editor. "In the Tupelo-Columbus market, we receive at least one play per day on WTWV, and more than one per day on WCBI in Columbus. The Tupelo market is a very important one for us. Here's why. At 9:15 p.m. recently Agent Bobbye McCollum presented her information to a total listening audience of 103,000 people. How many Extension workers get to talk to that many people in a year?"

Nebraska

Tom Bare, Nebraska assistant Extension editor (TV), has evaluated his state's efforts. "According to the KOLN-KGIN-TV public service director, a recent series of 26 PSA's taped by the station were broadcast a total of 222 times with an air value of $11,904. We figure a total of 7,992,000 home impressions were made," says Tom.

Texas

Stations are calling James Whitman, Texas project leader-broadcast media, to request he send them the PSA's. "We began in the three largest markets: Dallas-Forth Worth, Houston, and San Antonio," says Jim. "Now, the idea's spread to Corpus Christi, Lubbock, and Austin. In Austin, a TV station manager saw one of the spots in Dallas, came home and sent word to the county agent's office that he wanted to do them, too.

"The Austin station manager is taping both the county horticulturist and home-ec agent twice a month for his station's use. He also offered to dub several copies and make them available to the other two stations in the Austin market at no charge. Outlets like that we could all use," says Jim.

Vermont

Vermont agents feel their PSA's are accomplishing something, reports Lyn Jarvis, Extension TV specialist. "Vermont county agents doing TV spots were interviewed and asked what they had gained from the experience. All agreed

that the exposure on a statewide basis has done much to increase their visibility. They are recognized in stores and restaurants. Often, Extension business is carried on in such unlikely places as parking lots and beauty parlors — all because of exposure from the TV spots."

Georgia

Getting a studio to provide Extension public programming isn't easy. Studio time could be used for profitable commercial work. "Make sure you arrive on time for taping," says Kathy DeMarco, Georgia Extension editor-visual communications. "Two essentials in PSA work are studio tapings that are of a professional quality (by media standards), and log placements that coincide with popular viewer times."

Kathy says you can control the quality of production by insuring that the agents you use on TV have good oral and visual deliveries. Maintaining a high quality of color slides and scripts is also a must. "You can't guarantee that a studio crew at a commercial station will do its job properly unless you have a good working relationship with the director," says Kathy.

Having a spot run in prime-time (7-11 p.m.) is desirable. "When that doesn't happen, a placement around a news program is always good," she added. "Don't be worried if your spot runs in mid-morning or early afternoon. Think of all the home economics information you can give to viewers of 'soaps.' Kathy also says to be wary of early morning and late evening spots. "At those hours, your spots become fillers."

Tips for Agents

We asked state Extension TV specialists who are working with local agent TV spots to give us some tips for county staff. Here's what they said.

From Dennis Godfrey:

- Be familiar with material. Even if it's read from teleprompters, it must sound as though it's not. Develop a conversational ap-

proach. Be natural and sound sincere.

- Develop a good fast-paced reading style with effective pauses. This will aid greatly in getting the information across to the viewer.

From Jim Jensen, Virginia:

- Know your script cold by the time you reach the station.
- Loosen up and be friendlier on the air (smile more, etc.).
- Work with broad appeal topics, and avoid specialized information for small viewing audiences.

From Bob Townsend, South Carolina:

- Know exactly how long the spot is. It's time consuming to try to make the spots conform to the time limitations after you get to the studio.

Survey Results

Of the 18 states responding to a recent survey on use of the local agent PSA's, 11 (over half) are doing 30-second local agent TV spots. Six are doing 60-second spots. One state is koing 10-second spots.

The frequency of local agent TV spot production varies greatly, but the average is one to two a week. At the extreme ends of the pole are Maine doing three spots every other month, and Georgia doing a different spot every day.

Two-thirds of the states report using county agents in the TV spots. Two states — Maine and Texas — use state home economists or horticulture specialists. Indiana and Alabama use a combination of state specialists and county agents. In Washington and New Mexico, information specialists are used to voiceover slides.

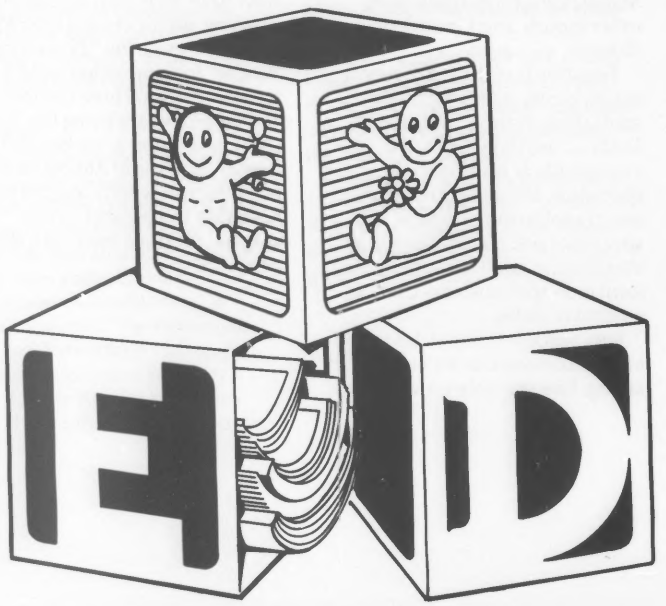
Fifty percent of the states reporting use commercial stations for taping. Five use state university studios, and four states — Maine, Mississippi, Indiana and South Carolina — use a combination.

Almost half the states contacted now have their own animation for opening and/or closing their PSA's. Seven are using the "Extension People" logo provided by SEA-Extension, USDA. Three use slides.

Many states are trying the TV spots in selected areas before further expansion. Almost two-thirds reporting indicate that they have plans to expand further. Seventeen produce their own slides and scripts. □

Cradle Crier — Bilingual Newsletter on Newborns

by
Shirley O'Brien
Human Development Specialist
University of Arizona



"Do you have CRADLE CRIER in Spanish? My neighbor just had her first baby and she doesn't read English." (Young Homemaker)

"We try to translate CRADLE CRIER for the new mothers, but it's really hard to do because you can say it so many different ways. When are you going to make a Spanish version?" (Expanded Food and Nutrition Aide)

"I think we could reach a new area in this county if we had Spanish translations of our materials." (County Home Economist).

These comments have surfaced again and again since CRADLE CRIER began in January 1, 1977. What is CRADLE CRIER? Why should it be translated into Spanish?

Information on newborns

CRADLE CRIER is a newsletter-type publication for parents of newborns. The first issue opens with "Hello Parents, your baby is one month old! There are many changes taking place in your child's life. Let's look at mouth and eye coordination; language; emotional, social development; and small and large muscle development."

The newsletter is designed to make the most of the "teachable moment" concept. For example, when the infant enters its second month a newsletter appears in the mail saying: "Hello parents, your baby is two months old! It should be doing these developmental things. . ." So, the moment young parents begin to ask questions about their child's growth, a

newsletter appears in the mail with answers to those very questions.

Because young Arizona families are as diverse as the cultures they represent, soon after CRADLE CRIER began state-wide distribution, requests for a Spanish translation filtered into the state Extension office.

Spanish translation

Several attempts made to translate CRADLE CRIER ended in frustration because the results were not acceptable to Spanish-speaking audiences. A special translator, Ramon Paz, offered to give it another try.

Both bilingual and experienced in child development areas, Paz went one step further. He tested and translated material with young Spanish-speaking parents in Nogales, a border Arizona city. Paz used just the right combination of words, warmth, interest, and experience to provide a translation acceptable at the border, inland, and at the University (a truly unusual feat!).

So, the !ANUNCIO! (Announcement!) was made: Un Nino Nuevo ha llegado y hable espanol. (A new baby has arrived and it speaks Spanish.) Paz also suggested that the name CRADLE CRIER be changed to EL NINO EN LA CUNA (THE CHILD AND THE CRADLE). When pressed for an explanation, he delicately stated that "CRIER" in Spanish is a rather derogatory word. (This may have explained some of the frustrations and failure we had experienced earlier.)

One of the first people to receive a copy of EL NINO EN LA CUNA and expand its audiences was Frank Presado, Spanish Program Director of KAWC. KAWC is a bilingual National Public Radio station operating out of Arizona Western College in Yuma County. Every week on his daily program, Presado reads a different issue of the newsletter on the air. He discusses that month of the baby's development and invites listeners to call to receive copies of the EL NINO EN LA CUNA.

He forwards these names to Vickie Steinfeld, Yuma County home economist, and she adds them to the mailing list. Each month these young Spanish-speaking parents receive the issue corresponding with their child's age, growth, and development.

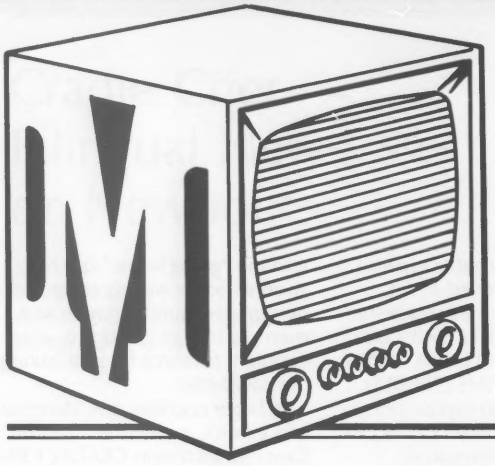
Additional Audiences

The English version of CRADLE CRIER is distributed and used in many ways throughout the state. In smaller Arizona counties, county home economists arrange with hospital pediatric nurses to send names and addresses of newborns. Others have hospital volunteers insert month one of CRADLE CRIER into the "going home" bag of goodies. Some weekly community newspapers publish names and even pictures of newborns — an excellent resource for distributing the newsletter.

In larger counties, the Maternal and Infant Care and Well Infant Care Nurses obtain CRADLE CRIER at their weekly clinics. The state also has Title XX home management aides and EFNEP aides who keep the newsletter handy as they visit families with home management skill training information and nutritional education.

Meeting the needs of the diverse audiences in Arizona may be difficult, but it is certainly not impossible. Most young families want information and understanding about how "El Nino" (the child) is growing and developing.

The key is to find the right combination of words, warmth, interest and experience-then get that material into the hands of parents. □



Learning at t

by
Dorothea G. McCullough
Extension Editor
North Dakota Cooperative
Extension Service

They got the new audiences they expected, and some they didn't expect.

Both the Dickinson Public Library and the North Dakota Cooperative Extension Service are happy about the audio-visual services supplied people in this coal-impacted southwestern North Dakota community.

A federal grant supplied the money; Extension selected and installed the videotape and slide-cassette equipment; the library provided facilities and enthusiasm; and the entire area is enjoying the benefits.

Western North Dakota's huge reserves of lignite coal, plus oil and natural gas, have aroused national interest since the energy shortage developed. People have flooded into the area to build power generation plants, expand mines, and begin the first coal gasification plant. A new oil field in Dunn County, just north of Dickinson, has attracted another wave of new people.

Area Booms

Dickinson itself, a friendly, prosperous western county seat town of 15,000, is bursting at the seams. New housing developments ring the city. New businesses are beginning and old ones expanding. As the largest city in the coal area, it is the center for much of the state's energy activity.

Extension has been part of this development from the beginning. Don Peterson was county Extension agent in McLean County, center of the coal mining activity, before the boom began. Working with all concerned, he organized local citizen groups to design plans for future expansion before crisis conditions could develop. This resource development work was a factor in his earning the USDA Superior Service Award in 1975. He became Extension area resource agent when that position was established and funded.

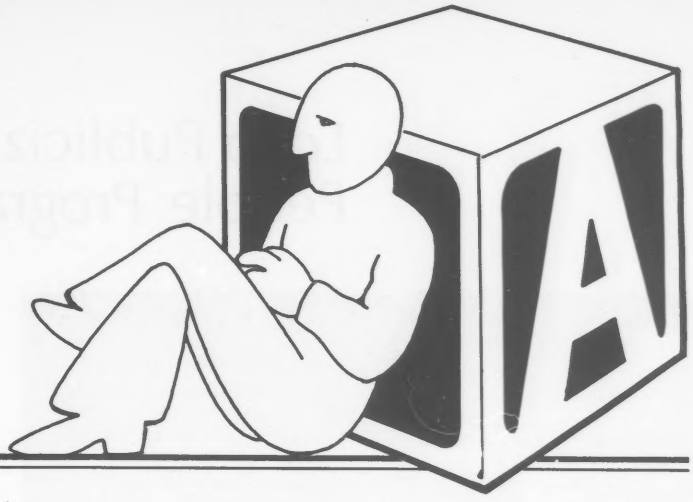
As Peterson moved into this new position and Extension took a more active part in energy development, better communications became a must. The people of the area needed to know more about the energy development taking place all around them, and its short-and long-term effects on their lives and environment. New people needed information about this issue, too.

Community Learning Center

Extension looked for a place to establish a learning center in a facility already being used by the community. In turn, Cheryl Drury, librarian at the Dickinson Public Library, was looking for more services to offer to people.

Eight counties in the coal impact area are equipped with closed circuit television and slide-cassette equipment. The Dickinson Public Library became the pilot learning center. An area center was necessary because North Dakota State University, headquarters of the

t the Library



State Extension Service is at Fargo, 250 miles from the coal area.

Jim Kenward, state Extension media specialist, set up the system logging the first program in December 1977. Special videotapes and slide cassettes on the coal industry were made. Other videotapes and slide cassettes on a wide range of subjects of interest to area people were supplied the library, and the entire Extension listings of 200 videotapes and 160 slide cassettes were placed at their disposal.

Videotape Library a Success

It's working.

The tapes relating to the impact industries are particularly popular with persons connected in some way with these industries, though local people also use them.

Regular Extension "customers" are finding a new vehicle for information. A 4-H club from the Hebron area traveled over 50 miles from Dickinson to the library. The kids sat on the floor in rapt attention for the 2 1/2 hours of horsemanship instruction via the automatic slide-cassette system.

Homemakers Clubs are holding special meetings in the library. As with all groups using the library's services, they are encouraged to bring refreshments and make coffee in the building's basement, where they also hold their business meetings.

Special adult education classes have found a valued resource in the library learning center. Some of the classes are for displaced homemakers seeking to update their skills, and bolster their self-confidence, so they can enter or reenter the job market. Others are seeking high school equivalency certificates.

Other New Audiences

Another welcomed new audience is retired farmers and spouses. It took a senior citizens' tour of the library to acquaint them with the programs, but Drury reports that now a trip to the library is as much a part of their weekly schedule as a trip to the grocery store.

The equipment is now set up in an attractive corner of the main floor of the library, with a circle of comfortable upholstered chairs facing the screen. Does the dialogue or other sound distract from the usual hush-hush library atmosphere? Not at all, say the librarians. The warm, welcoming atmosphere of the library doesn't discourage low level sound. Serious students and others not wanting to be distracted are encouraged to use quiet basement rooms.

Will the project continue? The study center was installed on a 1-year trial "use it or lose it" basis. Usage is steadily growing. Local media have been generous about advertising the service on a public service basis.

Users tell friends and neighbors. The library wants it. Extension wants it. And the people of the coal impact area also want the project to continue. □

Logo Publicizes People Programs

by
Tanya Scott Harris
Information Specialist
University of Missouri

A familiar question usually arises when a group of Extension people get together: "How do we get information about our programs to the public?"

Like University Extension staff all over Missouri, the staff in the Lakes County area continually addresses this question. Their approaches include an area Extension newspaper, use of the "Extension People" logo (developed by USDA), and a committee that meets to discuss communications efforts.

Area Newspaper

The Extensioneer, published by the area staff, is a 12-page tabloid. In its fifth year of publication, it has the second largest circulation of any newspaper in southwest Missouri.

Area Director Doyle Jones says, "When we started, we thought we might have 5,000 names on our mailing list, but finished with 15,000."

Jones says the idea for the newspaper initially came from the area Extension council advisory committee. It started on a 1-year trial basis with all of the articles staff written. Howard Foshe, associate area director, works with staff to select material for each issue. Bert Cantron, also an associate area director, works with makeup and production, and the newspaper is mailed out of the UM Extension Center in Buffalo.

Articles cover scheduled Extension activities, introduction of new programs, and also informational, do-it-yourself material. The newspaper's effectiveness as a communications tool is presently being evaluated by a survey.

Extension logo

To give additional exposure to Extension programs, the Lakes County staff is using the "Extension People" logo.

Jim Sawyer, youth specialist in Christian County and chairman of the area's communications committee, worked with USDA staff to develop ideas for its use. These include bumper stickers, identification on news releases, brochures, and staff memos. The term "Extension people" also is being used on radio programs of Extension information.

"We are steadily developing a growing image of Extension," Jones says. "We are hearing people in the area using the term 'Extension people' more and more. It's a term they can easily remember."

Jones says the area Extension councils are supportive of the staff's efforts because it let's people know what's available from Extension.

In addition to Sawyer, communications committee members are: Jim Bell, industrial specialist, Springfield; Ilene Workman, home economist, Springfield; John Parket, continuing education specialist, Springfield; Ron Young, dairy specialist, Ozark; Jim Summers, local government specialist, Marshfield; Perry Nell Knight, home economist, Forsyth; and Bill Bock, agricultural engineering specialist, Greenfield.

Council backing

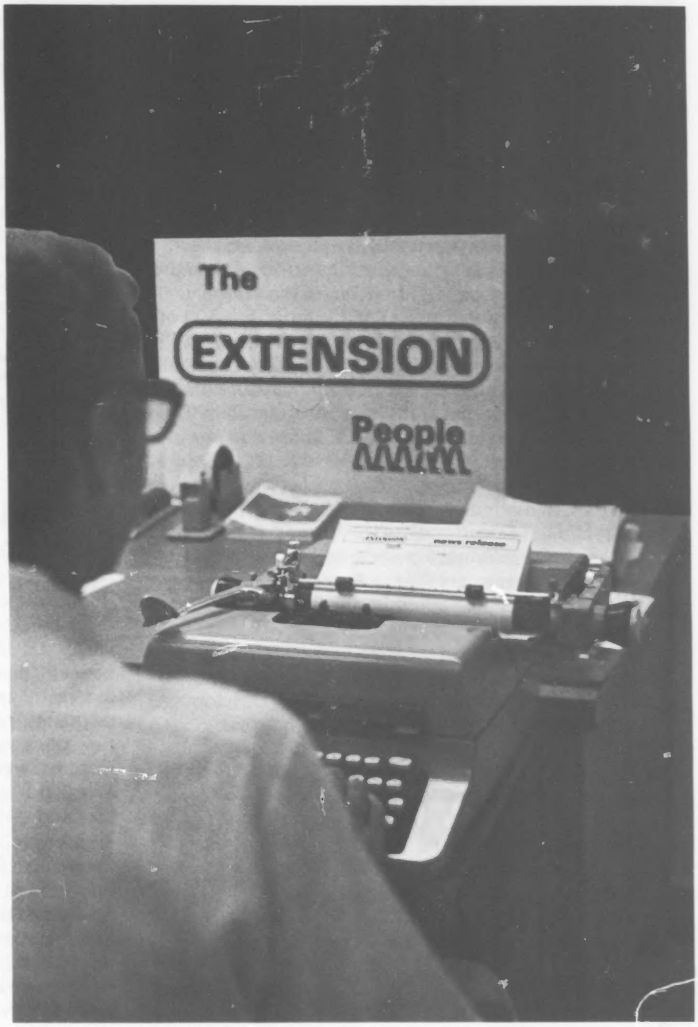
C. F. McCormick, chairman of the UMExtension Council in Green County, says, "The Extension council here is 100 percent in favor of getting news of Extension programs in the media." McCormick, who has been working with UM Extension for the past 9 years, adds, "It's hard to get the attention of people with all the demands for their time."

McCormick has "Extension People" bumper stickers on both of his cars. "I've had a lot of people ask me what 'Extension people' means," he says, and adds that it is an easy way to describe to people what University Extension is, and to begin talking to them about the many programs available.

Communication committee chairman Sawyer says, "One of the big problems with Extension Service, as I see it, is that 'Extension' means so many different things to different people." He says a portion of the population may identify Extension with 4-H programs, or agriculture programs only, and not be aware of the other services UM Extension provides.

"One of the reasons we liked the idea of the logo is it serves as a bridge to relate all the different people in the various areas of Extension work," Sawyer says.

The Lakes County area staff also likes the emphasis of "people" in the logo, showing that University Extension is people providing services for other people. □



Washington in Review

IPM Authorized Under CETA-Young Adult Conservation Corps

Integrated Pest Management (IPM) is now among the conservation activities specifically included in the types of work projects authorized for the Young Adult Conservation Corps (YACC) under Title VIII of the Comprehensive Employment and Training Act (CETA) Amendments of 1978 (P.L. 95-524).

YACC engages in projects of a public nature on federal and non-federal public lands and waters. This amendment also authorizes YACC to provide producers of agricultural commodities with IPM information.

YACC is jointly administered by USDA (Forest Service) and the Department of the Interior. State Forest agencies also conduct a portion of the program.

Before initiating any state or local IPM projects under the YACC, the administering agencies must consult with "the Federal Extension Service and the cooperative extension service of any state" as appropriate (Sec. 806 (a) (2) (B)). SEA-Extension is working with Forest Service personnel in developing procedures for implementing this amendment.

Bergland Signs 1979 Agricultural Conservation Program Act

The 1979 Agricultural Conservation Program (ACP) cost-sharing policies, guidelines, and procedures were signed by Secretary of Agriculture Bob Bergland, in January. The 1979 program takes a new approach to meeting the soil, water, and pollution problems in rural America. Through it, said Secretary Bergland, we will achieve farm-related pollution abatement and soil, water, and woodland conservation.

County agricultural stabilization and conservation committees administer the ACP program. The Soil Conservation Service and Forest Service (through the state forestry agency) furnish technical assistance. Local Extension agents through their educational efforts explain USDA programs and how farmers and landowners may use these programs to help solve conservation and pollution problems.

National Extension Natural Resources Head Named

Merrill L. "Pete" Petoskey has been named assistant deputy director for Extension's Natural Resources program. Assistant Secretary of Agriculture Rupert Cutler stated that "Petoskey's appointment heralds new initiatives and emphasis on Extension programs in forestry, land and water use, wildlife, environmental quality, pollution abatement and energy." In his new position, Petoskey will serve on the staff of the Deputy Director for Extension and will participate in overall policy decisions concerning natural resources educational programs.

Petoskey is the former assistant chief of the Bureau of Renewable Resource Management in the Michigan Department of Natural Resources. While at Michigan, he assisted the Bureau in their progams of forest management, fisheries and wildlife management and research, recreational waterways, surveys and statistics. From 1975 to 1977, he was director of wildlife management in the Department's Forest Service.

1979 Fertilizer Prices Predicted

1979 fertilizer prices are expected to be close to the present levels due to plentiful domestic and international supplies, coupled with relatively slow demand growth. The USDA World Food and Agricultural Outlook and Situation Board in their 1979 report on the fertilizer situation predicts that the average fertilizer prices during 1979 are expected to rise slightly, but will stay close to present levels. The Board report forecasts fertilizer use for 1978/79 to be near the record 1976/77 levels. This forecast is based upon the improved agricultural outlook— increased commodity prices, diminished uncertainty about farm programs, and favorable fall (1978) field conditions.

Nutrition Information Center Expanded

USDA's food and nutrition information center will be expanded and opened to use by the public, Anson R. Bertrand, SEA director, announced recently. The center, which formerly provided information to people who worked in the department's child nutrition programs, will now be open to educators, dietitians, nutritionists, CES personnel, and other interested persons.

Officially known as the Food and Nutrition Information and Education Resources Center, the center, located in Room 304 of the National Agricultural Library at Beltsville, provides serials, monographs and audio-visual aids on foods, nutrition education and service management. The center's services include lending, reference and computer on-line retrieval of information.

Research and Extension Users Advisory Board Organizes

The organizational meeting of the National Agricultural Research and Extension Users Advisory Board was held at USDA in December. The board will make annual recommendations concerning the Department's research, Extension and teaching activities to the Secretary of Agriculture, the President, and appropriate Congressional committees.

Chairman of the board is Ralph S. Abascal, general counsel, California Rural Legal Assistance, Sacramento. Vice Chairman is Janet B. Schwartz, health program specialist, Massachusetts Department of Public Health, Boston. Board representatives to the USDA Joint Council are William Anthony, Sr., manager, Alice Sidney Farms, Lake Village, Arkansas; and Roberta Archer, Illinois Department of Agriculture, Springfield.

The board met again in January to make plans for analyzing the President's budget for Extension and research. This analysis must be submitted to Congress by March 1 as specified in Title XIV of the Food and Agriculture Act of 1977.

News — Keeping it Hot!

by
Elizabeth Fleming
Communications Program Leader
Family Education/Food & Nutrition
SEA-Extension

You've got a hot news item. You call your town's three commercial TV stations and they all come — to you — to get your story. Some 750,000 of your state's 2 million people see and hear your message.

Is this possible? Could it have happened? It not only could have. It did. It happens regularly in Little Rock, Arkansas.

Arkansas Extension television specialist John Philpot did some figuring recently and found that Extension had received 32 million exposures through 6 o'clock and 10 o'clock newscasts during a 9-month period. "Commercial news is where the people are," said John.

"Anything can be news provided it has the proper handle," said Philpot. "This requires imagination and creativity. And — you've got to be willing to come to the point in 1-2 minutes. Because that's probably all the time you're going to get."

Is it news?

How can you know if you've got a potential TV news item? John suggests you answer these questions:

- Is the news item educational and useful to people in the television viewing area?
- How many of these people are affected by the item? How intensely are they affected?
- How timely is the item? (Timely items are immediate and must run today. Untimely items could run tomorrow, next week, or at the station's discretion. TV news directors value both.)
- If there's a "big shot" involved, how important is that person? (Be honest.)
- Does the news trigger human emotion? (That's a plus.)
- Is the information sufficiently flexible to allow any station to choose their own method of producing it?
- How visual is the item? Does it have action? Color?
- Is there natural sound (Examples: children laughing, water running, etc.) for the audio track? (This isn't always an essential, but it helps!)

Additional Tips

"Avoid talking heads and meetings," Philpot suggests. "The best TV news item is one which commands the viewer's total involvement with both sight and sound. "Perfect TV video would convey the message if the sound were turned off."

There are always exceptions to the rule. Recently, John offered some consumer-type items to the media. One of them was an Extension health conference. John arranged for an on-camera interview with a noted speaker and "B-roll" (no sound) coverage of a blood pressure testing demonstration, exhibits, crowd shots, etc.

"Generally, meetings make very poor television," he said "but we were able to provide the necessary visual shots to make it work."

In another news item, home furnishings specialist Patsy Keller gave the media information about the economical versatility of common household cleaners. Keller gathered 10-12 cleaners and packed them in a market basket along with a neatly lettered sign listing their total price. When three TV stations arrived to interview her, she was armed with valuable backup information.

Preparation

When Philpot has a news item ready for the TV media, he prepares a rundown sheet for the sta-

tions 2-3 days before coverage, describing the item, and giving his name as contact. Date, time, and place are also listed.

When the media arrive, John is there to greet them, answer questions, hand out backup briefing sheets, and set up a quartz light or two for indoor shots if needed. "We don't tell them what *we* want," says John. "We make sure they get what *they* want. Our job is to present what we have to offer in an interesting way."

"Our entire media relationship is built upon trust" said John. "We trust the stations to handle our information correctly. They, in turn, trust us to be fair, use good judgment, and know what we're doing. We try to fulfill every media request, never let them down, and never mislead them."

Consumer News

In interviews with two of Little Rock's three commercial TV stations, both KTHV-TV (channel 11) and KATV (channel 7) said they'd be beefing up their concentration on consumer news in the future. Channel 7's news director, Jim Pitcock, says he views Extension as a source of that information and he doesn't view it strictly as women's news. "I do most of the food shopping in my household," he says.

Betty Jean Brannan, Arkansas state leader-home economics, is presently looking into ways to meet the new TV needs and opportunities.

Can any state achieve this kind of TV news coverage? John Philpot believes they can. "Even in the larger cities, there are usually specialized format stations. You may not get them all to carry your message," says John, "but chances are, you can get some." □

Outlook Campaign Draws Favorable Feedback

by
George T. Brandsberg
Assistant Extension Editor
Kansas State University

Is there a better way than public meetings to present such "perishable" information as farm price outlook material?

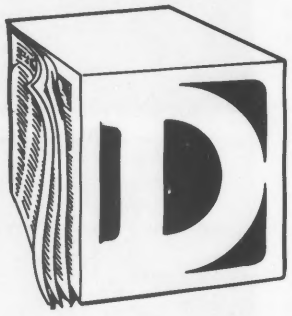
Extension economists at Kansas State University asked themselves that question nearly a decade ago. For the previous 18 years, they had spent hundreds of staff hours each year putting together a program that culminated in 80 local meetings across the Sunflower state. Dozens of county, area, and central Extension staff workers were involved in the effort.

Average attendance at those meetings was 50 persons, so the program was reaching around 4,000 people annually.

Media blitz mounted

Last fall, K-State's economists spent much less time on their outlook program and reached at least 150,000 people with current information. They did it by mounting a mass media blitz that included television and radio programs, magazine articles and newspaper releases. Practically all of these appeared during the last 2 weeks in September.

To get ready, Extension economists A. L. (Roy) Frederick, Don D. Pretzer, and Mildred Walker began preparing materials. Teaching and research economist John McCoy and two of his assistants handled the livestock outlook portion of the program.



Their homework included attending or reviewing materials from the Great Plains and Western Outlook Conference in Montana, and the Mid-America Outlook Conference in Missouri, and sifting through many other sources of current information. After completing their research, the specialists developed position papers on prospects for grain, livestock and food prices, and the farm management implications of anticipated trends.

These papers served as reference material for writing a series of nine magazine articles and two newspaper releases.

The magazine articles, illustrated with photos of the specialists quoted, filled a special four-page section of *Kansas Farmer*. This magazine has a circulation of 80,000, reaching approximately 9 out of 10 of the state's 79,000 farms.

"We always get some feedback from this feature — all of it favorable," reports editor George Smith.

The newspaper releases went to 48 dailies and 10 farm weeklies in Kansas and neighboring states. Total aggregate circulation of the dailies is 650,000 and the farm weeklies 320,000.

An hour-long television show, hosted by Extension television producer Lowell Kuehn, was taped at KARD-TV in Wichita and played back over nine stations in Kansas and Nebraska on September 3. An estimated 90,000 persons viewed this program.

A half-hour radio show, hosted by Extension radio and TV specialist, Paul DeWeese, also featured interviews with the outlook economists. Tapes of this

show were distributed to 60 radio stations in Kansas and neighboring states. Total audience of these stations is estimated at 315,000.

Educational impact

Assuming that only 10 percent of the circulation and potential audience of these media read, saw or heard the outlook information offered, the total audience reached would still be 137,500.

"As a result of changing over to using the mass media, we improved our educational impact ratio immensely by contacting many more people throughout the state of Kansas," says Donald B. Erickson, assistant head and leader for agricultural economics programs. "This way we get information out in a hurry and it's current when it is presented. This is the route to go."

Under the previous system of public meetings, 10 economists were involved in preparing outlook material. They held training meetings for district staff members and later helped conduct local meetings. A typical outlook program required 270 staff days in preparation and presentation time and thousands of miles of travel. That was to contact only 4,000 individuals who attended the meetings.

The 1977 program took about 70 staff days of work to present and virtually no travel. Total contacts? Probably around 150,000. Because the same information was presented in different packages — television, radio and print media — people were probably exposed to it several times.

Program challenge

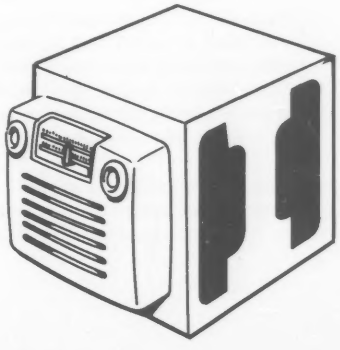
"We've been challenged to change the awareness, the thinking and the behavior of the public," Erickson says. "I don't know of a better way to restructure what we were doing that this particular change."

"It's much more important today to assist producers of livestock and crops with alternative marketing strategies such as forward contracting and hedging."

Erickson says the only disadvantage he sees in concentrating on use of the mass media is the loss of eye-to-eye communication in which a person who doesn't understand the material can ask questions.

"Certainly we do get some feedback from people who see or hear our material in the media. We get calls from farmers and ranchers who want to discuss information with our specialists. Using the media generates visibility for our specialists and, as a result, representatives from the press contact them, too."

K-State's outlook specialists first tried the media blitz in the fall of 1969. It was so successful that they've repeated the annual program ever since. "Obviously, we're pleased with the results," says Erickson. □



Follow the Farmer

by
Roger Gerry
Information Editor
Tennessee Valley Authority

Television news reporter Tom Lowe snapped an ear of corn, faced the camera, and said, "Next week, Mike and W. A. Hutchins will be here in their cornfield, but not to salute the population of a city. They will be cutting silage for their cattle, and we'll be here with them as we continue to 'Follow the Farmer.' From Chattooga County, Georgia, I'm Tom Lowe reporting for Action 9."

Tom's filmed remarks wrapped up his visit to the Hutchins' farm. He and photographer John Creel took their material to Chattanooga, Tennessee, and edited it into a 2-minute feature for WTVC's evening news the next day. It showed Mike Hutchins and his father, Wilburn,

working on their partnership farm near Summerville, Georgia.

The following week, Tom produced another feature on the Hutchins' farm, just as he had done every week since February 1, 1978. "The Agricultural Movement was in full swing in January when Jim Collins, our news director, got the idea for 'Follow the Farmer,'" Tom says. "He said we want to do something no one else is doing. We want to follow the farmer from one season to the next to find out what really happens on a working farm.

"I didn't know what 100 percent parity meant, and I didn't know anything about farming," Tom adds. "I think that's one of the reasons I was assigned the series — because I had no preconceived ideas about rural life."

Tom set out to find a father-son partnership farm in north Georgia with hopes of increasing WTVC's viewership in that area. A phone call to the Chattooga County Extension Service pointed him toward the Hutchinses, who agreed to let him produce the series through the fall of 1978.

The features have covered everything from country cooking to castrating pigs. "You never know what's going to happen down here," Tom explains. "Mike says come next week and we'll cut grain sorghum. We get here and find that earworms have hit the corn crop. There's an Extension agent here helping solve the problem, so we report this instead of what we had planned. You get involved in it and really have feelings. And you wonder if they'll save their crop."

The Hutchinses raise soybeans, corn, hogs, and beef cattle on about 1,000 acres. Since 1974, they have been on an educational farm management program (resource management) conducted by the Georgia Cooperative Extension Service and the Tennessee Valley Authority's Division of Agricultural Development at the National Fertilizer Development Center in Muscle Shoals, Alabama.

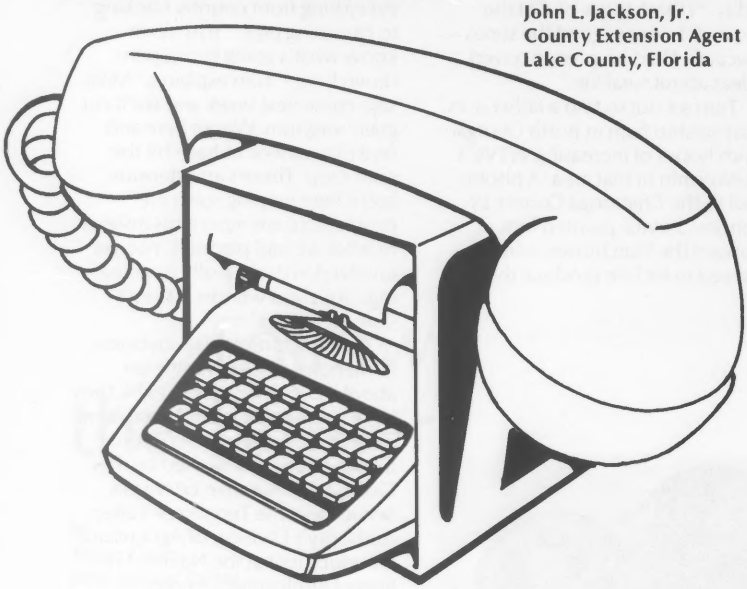
Mike and Wilburn say they have not lost enough time from the news team's weekly visits to hurt their operation. "We enjoy it, really," Wilburn says. "It's kind of fun, because it's so unusual that they're interested in what we're doing. I don't know if we're doing anything to enlighten the public about farm life, but Tom and John think they're getting a pretty typical farm life picture."

WTVC is the number one TV station in Chattanooga, with four million viewers on the cable in parts of Tennessee, North Carolina, Georgia, and Alabama. Tom says that viewer response to the series from cards and letters has been tremendous, and that viewership has picked up, especially in north Georgia.

People say, "I've never been on a farm, but I've learned so much about it from your show." □

Weather Watch

by
John L. Jackson, Jr.
County Extension Agent
Lake County, Florida



Timely dissemination of weather informatiin to citrus growers is important during the winter in Florida. It becomes critical during frost and freezing conditions.

The growers need as much information about the impending cold weather as possible to make decisions involving large amounts of money and crops.

Central Florida

More than 180,000 acres of citrus are located in Lake and Orange counties of Central Florida. Approximately 20,000 acres are protected in some manner from the cold. Growers in these counties may spend almost $1 million per night in an effort to save trees and fruit.

The National Weather Service does an excellent job of forecasting for the Florida peninsula, but doesn't give detailed information for areas of limited size in their daily releases. With only two forecasters on duty and hundreds of growers needing detailed weather information a middle person is essential.

In Central Florida, Extension agents fill this role. The weather forecaster and Extension agent maintain close contact. During warm periods, biweekly calls determine 3-to-5 day outlooks in an effort to prepare growers for cold weather. During freezing conditions, numerous calls are made concerning the rate of temperature drop, strength of inversion, wind conditions, durations below freezing, dew point, time of frost formation, etc.

The Extension agent also collects data on cold nights to assist the growers in the area. A weather tower located at the office collects information on temperature inversion, wind speed and direction, dew point, soil temperatures, net radiation, leaf and fruit temperatures, and air temperature. The agent also collects hourly temperatures from 12 key locations — grower cooperators and high school "riders". He or she also uses a computer terminal to obtain an hourly freeze prediction from a mathematical model.

Electronic Weather Service

As the weather information is collected and assembled, the agent periodically records it on an electronic answering device. A taped 2-to-4-minute message is then made available to growers via telephone. The electronic weather secretary gives the message and is updated as often as necessary throughout freeze nights.

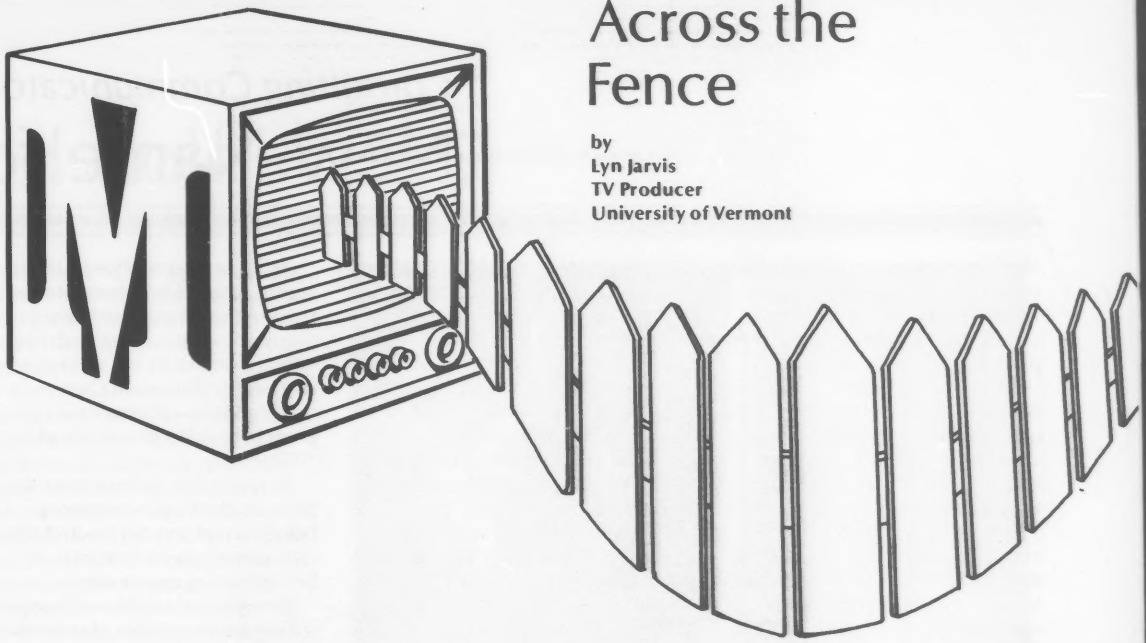
Growers subscribing to this electronic weather secretary receive an unlisted telephone number, which is routinely changed during the season. Their subscription fee pays for all telephone and equipment charges which make the system self-supporting. Approximately 90 growers protecting some 15,000 acres use the system.

Growers not subscribing to the service listen to hourly radio programs made by the agent on freezing nights. The programs give temperatures for the 12 key locations and other pertinent data.

Evaluating System

Just how valuable is this weather service to Central Florida growers? One simple evaluation is to monitor calls made to the weather secretary on cold days. In operation continually the four lines handle approximately 1,500 calls per day. During warmer weather, this load is greatly reduced to only 200 per day.

A questionnaire sent to all subscribers reveals that 65 percent of the growers use the service as their major source of information while 98 percent indicate it is their most valuable source of weather data. □



Across the Fence

by
Lyn Jarvis
TV Producer
University of Vermont

"The Extension Service and Experiment Station of the University of Vermont present your daily farm and home program, ACROSS THE FENCE."

These words have become familiar to thousands of viewers who watch the program telecast Monday through Friday at 1:10 p.m. on WCAX-TV, Vermont's only public television station.

This February the program celebrates its 28th birthday as one of the longest running daily Extension television program in the Nation. The series began in 1955, at a meeting with Stuart Martin, president of WCAX-TV, John W. Spaven, former head, Extension Information office, and Joseph Carrigan, former dean of the college of agriculture.

Three television specialists have been responsible for the programs over the more than two decades. Lloyd Williams guided the program through its initial year. Karin Kristiansson produced the show for 19 years until 1975, when she became the Extension Multi-Media Specialist. Lyn Jarvis is now ACROSS THE FENCE producer.

The programs feature Extension staff and specialists who present information of current and topical interest. Tony Adams, a WCAX-TV personality, hosts the 17-minute telecast. All programs are scripted with heavy emphasis placed on visual support, such as studio props, slides, film, and on-location video sequences.

Last year, WCAX-TV gave the Extension Service portable color video equipment. It's been used to cover such topics as water safety, gardening, and home insulation, plus activities at fairs and field days.

The popularity of ACROSS THE FENCE continues to increase; the latest Nielsen ratings show that 6 percent of all TV sets in use at 1:10 p.m. are tuned to the program. This represents approximately 60,000 viewers watching each day. Not included in this figure are 40,000 Canadians, who are also daily viewers.

During 1977 more than 34,000 letters were received at the publications office requesting material offered during the telecasts.

Unsolicited comments taken from viewers' letters may indicate why the show has such broad appeal:

"I'm a daily viewer of your fine programs. So full of good information, helpful, and interesting."

"I have been watching ACROSS THE FENCE for a long time and enjoy it very much, and often find myself passing on some choice bits of information from your programs to my friends." □

Consulting Communicator — New Name for

Many state Extension Services have communications staff members whose knowledge and skill can make valuable contributions to the program planning process.

This planning process often must wrestle with the complex problems of a communications revolution, a knowledge explosion; budget, time, and travel restrictions; and legions of new knowledge-seekers.

Surveys of Extension communicators have shown that more than 80 percent of those reporting felt consulting with staff about communications or information activities was "very important." Many also said they didn't feel competent to play a consulting communicator role — as differentiated from strictly a "communications craft" role — even though they reported plenty of consulting anyway.

Team approach workshop

An Illinois workshop in March 1978 brought together Extension communicators and program planners to explore the "consulting communicator" concept — or, put more simply, the "team approach" to planning communications.

Among resource people for the workshop was Everett Rogers, a national leader in communications research and theory.

The communications staff member who could fulfill this role has been called a "consulting communicator." That person is involved in the total program and delivery process, applying communications principles throughout. He or she might or might not have other specialized duties — publications editor or radio-TV producer, for instance. That is, the individual often produces communications materials, as well as consults about communications strategies. His or her contribution is unique and specialized, but contributes to group deliberation and program decision.

Defining the role

Iowa Extension Editor Bob Kern coined the "consulting communicator" term 3 years ago. "It named a role; it didn't create one," he says. Kern's own information staff began moving into such roles in the 1950's.

When Kern defined the role before a joint meeting of Extension communications leaders and Extension program directors from the North Central Region, the reaction on both sides was, in effect: "Let's explore this further."

An ad hoc committee from the region, chaired by Minnesota Extension Communicator Harold Swanson, went to work and their efforts culminated in a week-long workshop, "Extension Communications — a Team Approach," held in Illinois in early 1978.

To prove that perhaps the role being studied was now simply being named and not created new, state workshop participants brought along case studies.

One illustration of how the consulting communicator idea can be transferred from theory into practice was the following example related by Delmar Hatesohl, associate Extension editor at the University of Missouri and former president of the American Association of Agricultural College Editors — AAACE (now Agricultural Communicators in Education — ACE).

As Hatesohl explained it, he was asked by an Extension administrator to chair a committee whose task was to revise a 10-year-old guide about Missouri's food and fiber industry.

Hatesohl saw the assignment as rather routine and potentially time-consuming. He changed his mind about the "routine" aspect, however, after the first meeting of the 15-member revision committee.

The questions came fast and furious: What's the purpose of this publication? Who is it intended for? Does anybody want to read it? Is it a public relations piece?

There were differences of opinion on format, length, style. The

r Old Role

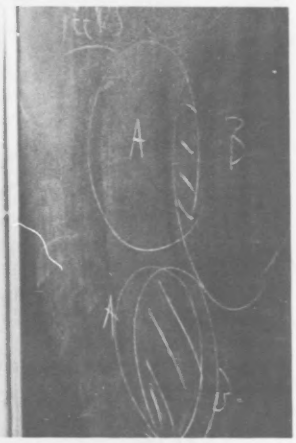
by
Donald Nelson
Program Leader
Rural Development Information
SEA-Extension

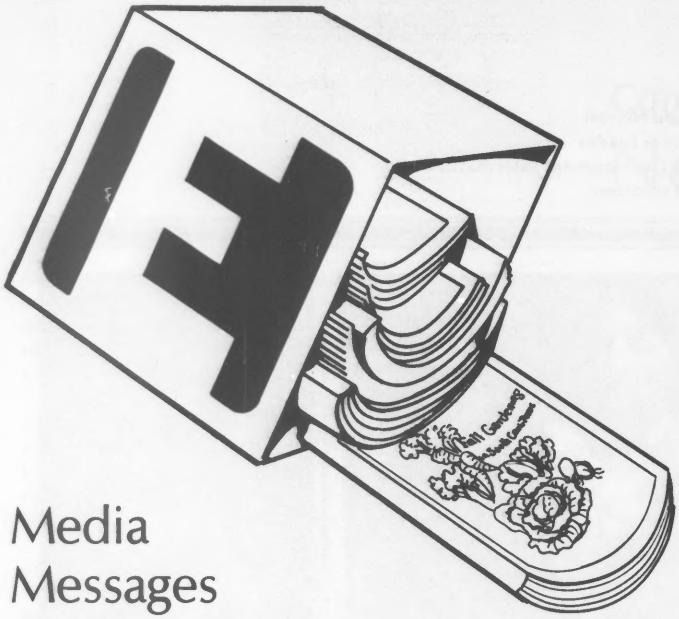
group met and met again and hammered out the differences. Eventually, a publication, summary folder, slide tape, news stories and radio tapes resulted.

From the communications standpoint, Hatesohl said he was happy to have a clear-cut idea of purpose and audience when the materials were finally prepared in the information "shop." The specialists on the committee made excellent contributions into the communications aspects of the program, as well as in subject matter recommendations. Audience needs, specialist needs, and administrative needs were all served, Hatesohl said.

Little of this could have happened had not the team approach been set up and carried out, Hatesohl believes.

He concluded: "This type of communications consulting and leadership is time consuming and sometimes frustrating, but it is also rewarding personally and professionally." □





Media Messages Mesh Growing More Gardens

by
Barry W. Jones
Area Communications Specialist
and
Ann Cole
Communications Specialist
Texas Agricultural Extension Service

Growing numbers of Texans clamoring for educational information on home vegetable gardening led to one of the most ambitious Extension-organized multi-media efforts ever devised in the Lone Star State.

In South Central Texas, with the city of San Antonio as its hub, this interest created a growing gap in the capacity to deliver gradening information through the traditional channels of local meetings, telephone responses, or written correspondence.

Extension horticulturists and county agents had already turned strongly to mass media such as radio, television and newspapers in their attempts to serve this audience. But, these outlets utilized separately still could not keep up with demand.

Another problem — the region is blessed with two gardening seasons, spring and fall, each year.

Extension home gardening meetings in San Antonio in 1976 and 1977 drew the largest audiences ever for a South Texas Extension program. This only increased the craving for more information. Phone call responses and newspaper columns on the subject had the same effect.

Fresh Approach

This situation prompted Jerry Parsons and Sam Cotner, horticulturists, and county Extension agents to search for a fresh approach to reach more people with their gardening information in 1978.

The result was a Fall Gardening Emphasis meshing regional and local media; the gardening industry in the form of nursery wholesalers and retailers; and local, area and state Extension professionals into a coordinated gardening effort aimed at a million Texans. Forty counties in South Central Texas joined in the emphasis.

Parsons and county agents sold the idea to key individuals within each of these groups. "We knew the demand for information was there," he said. "We also know that it served the interests of everyone involved to help get that information out. People realized this as we moved along in our planning."

Media Involvement

The emphasis was launched early in July with preparation and distribution of a booklet with "everything a person living in South Central Texas needs to know about producing a fall garden."

Texas A&M University campus-based horticulturist Sam Cotner and Parsons coauthored the booklet, working closely with Communications Specialist Ann Cole in editing and printing.

A series of stories on the "how-to" of fall gardening were edited at the district Extension office in

Uvalde. County Extension agents released these stories to local newspapers and radio stations between late July and mid-September.

District Extension agents kept the county agents posted on the progress and plans for the emphasis. They also formulated plans for evaluating the pilot effort at this level.

These print media and administrative preparations set the stage for the regional emphasis to begin. With the booklets in the hands of county Extension agents and participating nurseries, Parsons, Cotner and Jerral Johnson, an Extension vegetable plant pathologist, began work in San Antonio.

During late July, two 1-hour radio documentaries on gardening were broadcast from San Antonio Radio Station WOAI. This was followed in early August by a 1-hour, prime-time (7:00-8:00 p.m.) television documentary on KENS-TV, San Antonio. Area garden suppliers and distributors sponsored this program.

Listeners and viewers were urged to pick up fall gardening booklets either at participating nurseries or county Extension offices. Gardeners had to fill out a coupon to get the booklet. This assisted the agents in recording program participants and contacts.

Newspaper gardening columns in both the metropolitan *San Antonio Light* and *San Antonio Express-News* and suburban newspapers supported the broadcast information. Coupons were printed in the newspapers for use in requesting gardening booklets.

Nursery Participation

Both regional media efforts were sponsored by area nurseries, and nursery advertisements in the newspapers supported the emphasis.

During the emphasis, more than 30 nurseries participated and distributed 30,000 of the "Fall Gardening in South Central Texas" booklets in the San Antonio area alone.

County agents also distributed more than 10,000 booklets to interested gardeners in the outlying 39 rural counties. Counties involved recorded five times more contacts for this program than from any previous county program on the subject. More than 100 news releases concerning fall vegetable gardening were generated.

County Extension agents involved in the program were enthusiastic because they felt the emphasis helped their local educational program efforts. One wrote, "There has been quite a bit of interest and favorable comments on the program. About 75 to 80 percent more interest was shown in fall gardening than in previous years."

Response

While the majority of respondents were urban gardeners, many people in outlying areas also took advantage of the information. Ray Kelling, a grain farmer who cultivates more than 700 acres in the community of Knippa, went by his county Extension office to pick up the booklet after watching the TV program.

"This is one of the best ways to get information on this subject I have ever seen," Kelling said. "I would like to see this approach used to pass on information about other Extension projects."

Response even surprised the planners. "We thought we would be able to reach a lot of people, but even those of us who planned it were surprised at the outcome," Parsons said. "We received responses nationwide for the booklet. I made the mistake of mentioning on radio that anyone who could hear my voice could get the booklet, and many people in the Midwest took me at my word."

Neighboring Mexico also likes the gardening approach, and the documentary was aired on television in Mexico City.

Increased sales

Another tangible measurement of the gardening impact was the doubling in the sales of fall garden supplies in the target area. For a number of years, gardening plant wholesalers and retailers in the region had cooperated in trying to make varieties, tested by the Texas Agricultural Extension Service, available to customers.

Wholesale plant producers reported selling more than one-half million transplants in 1 month. This increase represents an expansion of the average fall sales by six-fold.

Of this record-breaking number of varieties, 56 percent of all tomato plants sold were those recommended by Extension Service professionals during the media emphasis. This compares to a 39 percent level of recommended varieties sold in previous years.

This successful pilot effort is a strong example of how an educational organization, such as the Texas Agricultural Extension Service, can work hand-in-hand with private industry and commercial media to serve the interests of the people. □

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people and programs in review

Ballard Elected to National 4-H Council Board

J. Clark Ballard, vice president for Extension and continuing education, Utah State University, was elected to the board of trustees of National 4-H Council at their last meeting. Ballard will represent the western region directors of Extension. He is one of 20 representatives of business, education and government serving on the council's board.

Ballard was chairman of Western Directors for Extension in 1974 and ECOP chairman from 1975-76 and has served as ECOP representative to the ECOP 4-H subcommittee. He was elected to fill the unexpired term of Lowell H. Watts, director of Extension and community services, Colorado State University.

Water Resource Film Available

The University of Florida Cooperative Extension Service has released a half-hour film on water resources in America, covering the history of water regulation from colonial times up to today. Entitled "Eternal Water," the film is designed to give the public an overview of our water situation and the institutional means of allocating water resources. The film was funded by SEA-Extension as a special project, "Agriculture and the Law." The motion picture is available on 16mm film ($150) or 3/4-inch video cassette ($100) from the Editorial Department, Attention: Todd Rainsberger, G-022 McCarty Hall, University of Florida, Gainesville, Florida 32611.

New Soybean Production Slide Set

A new slide set and slidefilm on "Planning and Evaluating Systems of Soybean Production" has been prepared by Illinois CES in cooperation with SEA-Extension and the Soybean Industry Resource Committee.

R. A. Hinton and W. O. Scott, Illinois, farm management and agronomy specialists, led the project. SEA-Extension funded the pilot project for developing the educational materials with support from the Soybean Industry Resource Council.

National Partner-in-4-H Awards Presented

National Partner-in-4-H Awards were presented during the recent National 4-H Congress to three outstanding individuals and one organization for their long-term national support of 4-H programs and strong personal commitment to 4-H goals.

Receiving the awards were:

- Frank E. Goeckel, product manager, Fleischman's Yeast, Standard Brands Foods, for leadership and support to the National 4-H Bread Program and National 4-H Congress.
- Walter R. Peirson, executive vice president, Standard Oil Company (Indiana), for leadership and support of the National 4-H Petroleum Power Program and assistance to the National 4-H Council.
- John S. Reed, chairman and chief executive officer, Santa Fe Industries, Inc., for leadership and support of 4-H awards programs and assistance to the National 4-H Council.
- The Field Museum of Natural History, Chicago, for long-term support and contributions to National 4-H Congress.

EXTENSION review

U. S. Department
of Agriculture
Spring 1979

EXTENSION
review

U.S. Department
of Agriculture
Vol. 50 • No. 2
Spring 1979

The *Extension Review*, bimonthly publication of the Science and Education Administration, is for Extension educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1979. The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at $1.20 per copy or by subscription at $7.00 a year, domestic, and $8.75 foreign.

Education at the Supermarket

"Point-of-purchase teaching" has become a familiar phrase, heard everywhere from congressional hearings to meetings of consumer action groups. It's more than just a phrase, used to describe the process of making vital information available at the places where consumers shop.

Many State Extension staff are working in this area. SEA-USDA has recently completed such a pilot supermarket nutrition education project with notable success. The project involved local Extension home economists from Washington, D.C., Virginia, and Maryland; along with Giant Food, Inc. and the United Fresh Fruit and Vegetable Association.

Approximately 100 volunteers were recruited and trained for nutrition demonstrations in selected stores and to provide information to shoppers. It's estimated that nearly 2,500 consumers were contacted directly during a 2-week period, with many more contacted through mass media. Results of the project and materials developed are being shared with states. We hope that this effort will encourage you to try something similar, and that our pilot project experience will save you time, energy and trouble when you do! —**Jane Voichick, Assistant Deputy Director, Food and Nutrition**

Notice to Our Readers:

Beginning with this issue—Spring 1979, *Extension Review* will be printed quarterly. Please submit manuscripts for consideration to: The Editor, SEA Information Staff, Room 3137-S, USDA, Washington, D.C. 20250, Telephone: (202) 447-6133.

Contents

POINT-OF-PURCHASE—A PILOT PROGRAM

by
Elizabeth Fleming
Communications Program Leader
Family Education/Food & Nutrition
SEA-Extension

How many times has a consumer group suggested that you provide nutrition information—where it's needed most—at the supermarket?

It's such a simple idea—teaching people as they make vital food shopping decisions at the "point-of-purchase." Anyone who's tried it knows that although the idea is simple, executing it is tough.

Supermarkets are busy places, with limited space and thousands of advertising messages beamed at shoppers. Experts will tell you if you're going to deliver a message to supermarket shoppers, one of the best ways is with a "live body" plus a demonstration and handout materials. This is an expensive business. Not many people can afford it.

Extension has some advantages when it comes to trying point-of-purchase education.

Traditionally, we've worked with volunteers—people who are enthusiastic about our programs. We have developed demonstration skills over the years with backup information from nearby county Extension offices.

Pilot program

With this in mind, SEA-USDA—and some very important allies: the Metropolitan Extension Council, Giant Food, Inc. and the United Fresh Fruit and Vegetable Association—began a pilot program. Our goal: to develop a tested technique for providing nutrition information in a supermarket that one could then share with state Extension counterparts to save them time, trouble, and expense with similar efforts.

The Metropolitan Extension Council (MEC)—made up of Extension home economists from the District of Columbia, Maryland, and Virginia—has been involved in a number of USDA pilot projects. Giant supermarkets are a community consumer-minded corporation. The United Fresh Fruit and Vegetable Association has much good information on fresh produce selection and care.

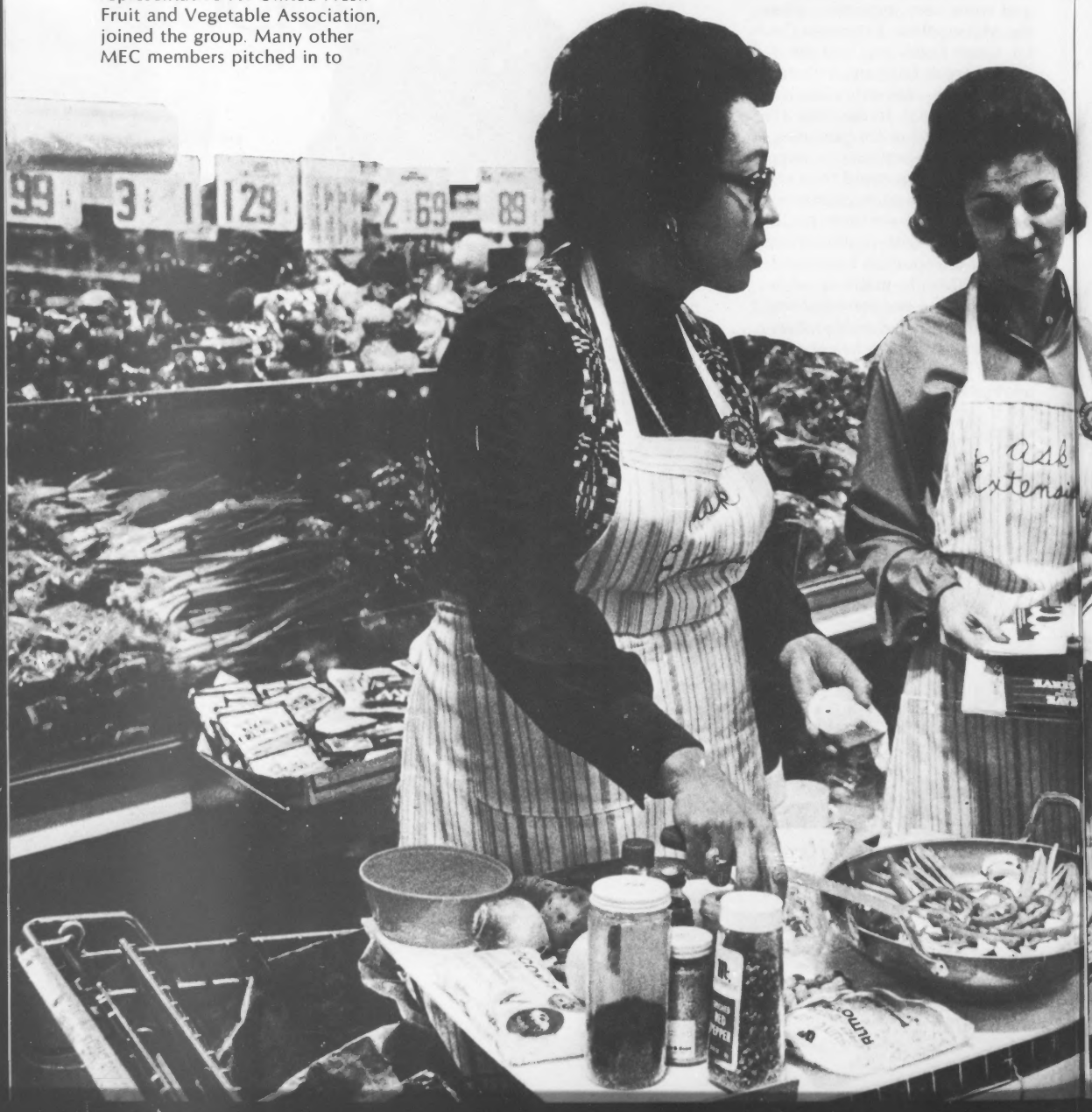
Beginning

The pilot supermarket nutrition education project began in March 1978 when the idea was presented to MEC members. A task force of Extension home economists began working with the author.

Marsha Scott, D.C. Extension, served as chairperson. Others on the task force: Marie Turner (Fairfax County, VA), Lynn Grizzard (Prince William County, VA), and Mary Dallavalle (Prince Georges County, MD).

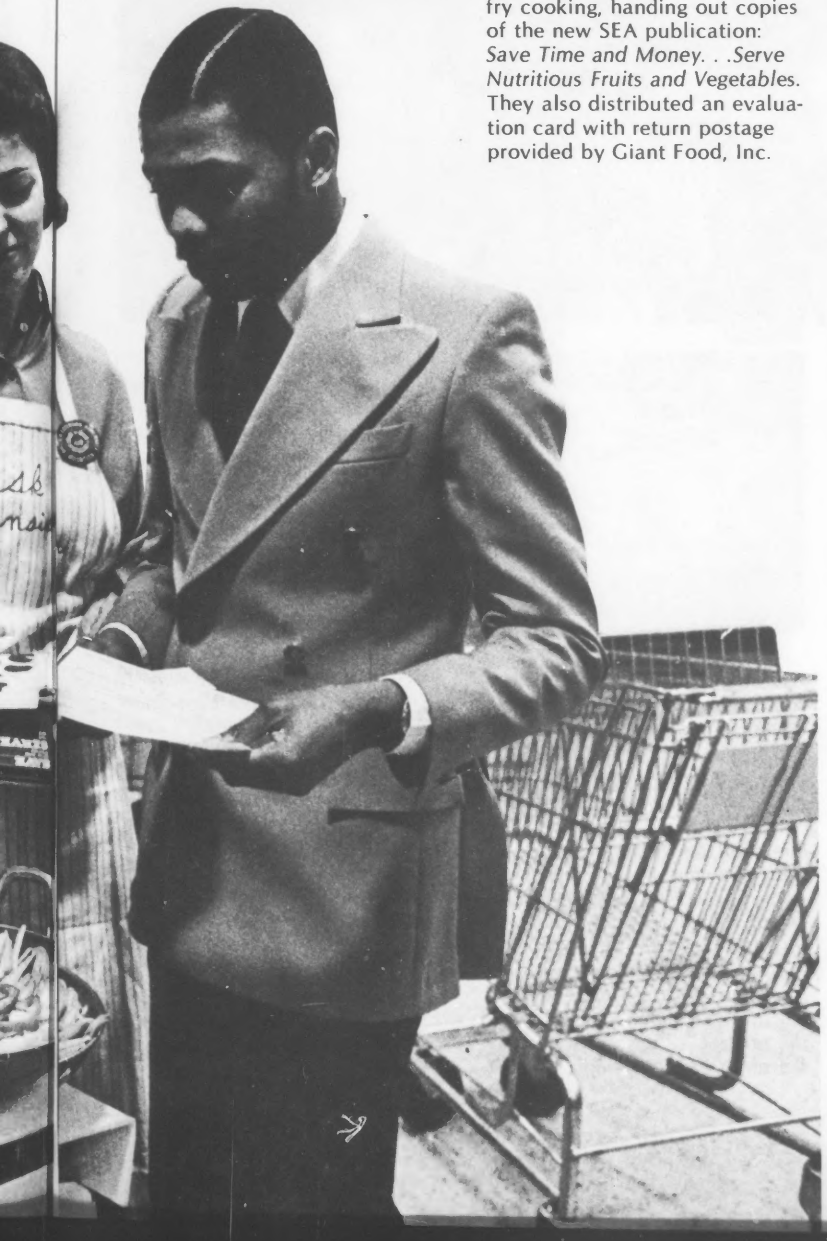
Odonna Matthews, consumer representative for Giant and Sandy Strauss, consumer representative for United Fresh Fruit and Vegetable Association, joined the group. Many other MEC members pitched in to help at later stages of the project. At every step, plans were cleared with SEA-Extension nutritionists Evelyn Spindler and Evelyn Johnson.

At monthly meetings the task force studied the problems involved in a pilot supermarket nutrition education project and determined ways to solve these problems. They developed an exhibit using what every supermarket has plenty of—shopping carts. The exhibit was attractive and functional, yet took up a minimum of space. A new publication for the project encouraged consumers to include more



fruits and vegetables in their diet. Demonstration ideas were designed. A letter of agreement spelled out the responsibilities of each partner in the project.

About 90 volunteers recruited by MEC attended the all-day training session for the project, held in January 1979 at the National 4-H Center.



Underway

The pilot supermarket nutrition education project began in late January and ran for 2 weeks in three Giant stores in the metropolitan area. Volunteers demonstrated fixing winter salad or stir-fry cooking, handing out copies of the new SEA publication: *Save Time and Money. . .Serve Nutritious Fruits and Vegetables.* They also distributed an evaluation card with return postage provided by Giant Food, Inc.

Teams of two volunteers worked time slots from 10-12 a.m. and 5-7 p.m., Monday through Friday.

Giant Food, Inc. supplied food for the demonstrations. Each volunteer received a $5 gift certificate to purchase the fruits and vegetables needed for her demonstrations. No cooking or tasting was done in the stores. After the demonstrations were finished, the volunteer could take the produce home to her family. This was one of several volunteer "incentives" built into the plan.

Results

Evaluation card response was limited in numbers, but overwhelmingly enthusiastic. Shoppers commented: "Wonderful idea . . . If you have a mailing list, please add my name" . . . "Very helpful ideas—not expensive" . . . "It makes me want to serve more fruits and vegetables for my family" . . . "Appreciated having someone there to answer questions."

From these, Extension home economists on the supermarket project task force concluded that:

- It is possible (and effective) to provide information at point of purchase. About 2,500 direct consumer contacts were made with many more contacted through mass media.
- The simple-yet-practical exhibit designed for the project worked well. Minor changes are now being made in the design based on suggestions from the volunteers.
- The volunteer concept for a point-of-purchase project works—even in an urban area. Volunteers reported a high degree of satisfaction with their consumer contacts.
- A standard evaluation card doesn't work. Response is small because shoppers are busy,

don't feel it's vital to fill in and return cards. Next time out, the supermarket pilot project task force recommends the use of a "Do You Want More Information?" card with checkoffs to fill in for information wanted. Shoppers could complete these cards at the exhibits or mail them in. Then, followup could be done with perhaps a spot check by telephone.

Mass Media

A USDA news release on the project was sent to selected Washington, D.C., Virginia, and Maryland newspapers, along with a press kit. The *Washington Star* ran a good story, as did a number of Virginia and Maryland weeklies.

WRC-TV (an NBC affiliate)

covered the opening day. WMAL-AM radio gave the event good coverage. United Fresh Fruit and Vegetable Association also did a news release for member organization and growers.

USDA taped a 3-minute segment for the "Better Way" TV show shown nationally by 80 stations. SEA-USDA taped a TV Research Report (1½ minutes) for distribution to 200 TV stations around the country. SEA-USDA also plans a 13½ minute Agriculture USA radio program on the project. A photo USDA news feature is also planned.

Sharing Materials

Samples of all the materials developed for this project have been assembled in kits and sent to all CES State Leaders of Home Economics (one kit per state). The kit includes a tip sheet that the task force developed with practical suggestions to help someone else conduct such a project. It also contains copies of training plans, demonstration outlines, etc.

The redesigned exhibit will soon be offered, on a cost-share basis, to states. Your State Leader of Home Economics will have more information on this.

If your state would like to try a similar project and would like to discuss the idea with members of the MEC task force, their names and telephone numbers are in the kit. □

SNAP—SENIORS SHARE SKILLS

An elderly gentleman sitting in a wheelchair calls instructions to a group of young teenagers planting and caring for his garden. He teaches them the skills that would otherwise die with him and his generation.

Girls in a 4-H club in the community take turns staying with a lonely lady. In return, she teaches them about the history of their hometown.

That sort of thing just doesn't happen anymore, many would say.

But it does.

Although funding ran out for SNAP (Senior's Nutrition Aide Program) this year, senior citizens' programs in five southern Utah counties will continue because the people care.

by
Lea Cottam
Family Life Writer, Extension
Utah State University

Concerns

SNAP began 4 years ago with an idea from Flora Bardwell, Utah State University Extension, and some money from a federal government grant.

Meals-on-wheels was not practical for the southern Utah area because the people are so scattered, Bardwell explained. "Besides, there are as many people who have hungry souls as there are that have hungry bodies," she said.

She persuaded five county Extension home economists to take on the project. The goal for the first year was to reach 3,000 senior citizens. That was half the estimated number of people over 55 in the SNAP area.

Besides helping the older citizens improve their nutrition, the 20 SNAP volunteers hoped to get the seniors involved with other people, Bardwell said.

"We told our volunteers to find the hard to reach and help them. That's what they've done," she explained.

Blood pressure clinics have become a monthly social for the oldsters, complete with music and a program put on by the seniors themselves.

Other senior citizens, with the help of volunteers, have arranged flower and craft shows, tours, neighborhood eating groups and established senior citizens' centers.

Classes on cooking for one or two have become popular, especially among the men.

Nutrition Needs

DeLoy Hendricks, associate professor of nutrition at USU, got together a team to evaluate nutrition using a computer. Seniors received a readout of the nutrition they were getting plus some suggestions on how to improve their diets.

One group got surplus eggs from the turkey plant and made noodles. Later they got together and reported on how they had used their share of the project in cooking for themselves.

Others obtained the fruit that fell to the ground in local orchards and made it into jellies for themselves and other senior citizens.

The Wildlife Resources Division donated a batch of confiscated fish for a special treat.

The oldsters also put together programs to take to nursing homes for their friends who are not as physically able as they are.

4-H'ers maintain community gardens to produce fresh vegetables for the senior citizens in their community.

And the list of projects goes on and on.

"One way or another, we reach about 4,000 people a month through SNAP," Bardwell said. The SNAP program has organized the community to take care of the senior citizens in their homes.

The money for SNAP may be gone, but the community concerns that made it work is stronger than ever. □

TOURISM SPARKS GRAND RIVERS SUCCESS

by
Mike Duff
Extension Development Specialist

and
Glenn Kreag
Area Specialist — Recreation
University of Kentucky

Grand Rivers is on the verge of a major redevelopment which could transform it into a river-port town, recalling an era out of its past.

Planning is currently underway to reconstruct the downtown buildings "steamboat style," reminiscent of the town architecture in the 1800's. Strategically located at the northern entrance to the Land Between the Lakes and bounded by both Kentucky Lake and Lake Barkley, Grand Rivers may become a major visitors attraction for Kentucky.

Reaching this point of redevelopment has not been an easy task for local residents, nor have they worked alone. Support has come from county officials, Kentucky's Western Waterland (KWW), and the University of Kentucky (UK) Extension Service. Extension has been working for more than 2 years to organize and develop leadership and to bring a greater awareness of Grand Rivers' potential for tourism development.

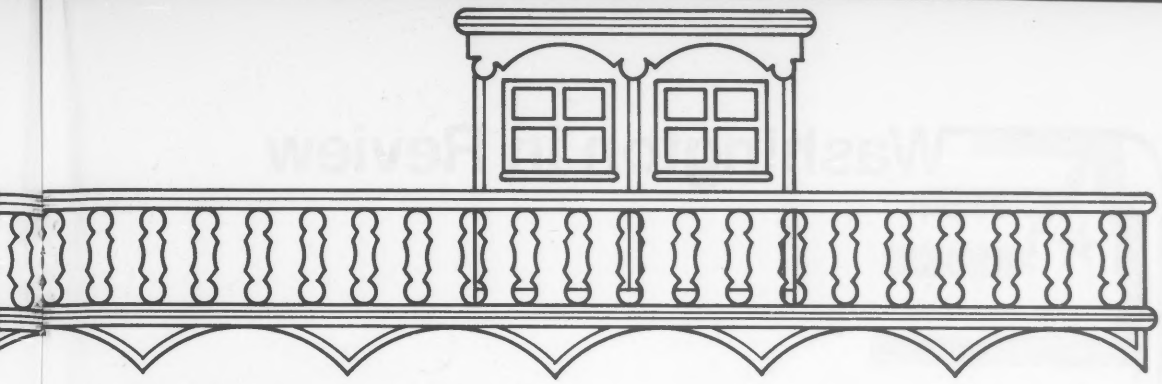
Problems

There were many obstacles to overcome. With the exception of Mayor John H. O'Bryan, in the beginning there was no other public leadership in the community. Much dissension existed in Grand Rapids. Many residents had been moved, some three times, by the creation of the two lakes and the Land between the Lakes in 1968. A master for the Grand Rivers-Lake City area had been developed with no voice in the planning from local residents.

Although these problems seemed formidable, the potential benefits from tourism seemed far greater. The time was right for taking some action and without undue delay as contracts for construction of interstate highway through west Kentucky were awarded. An interchange will be placed about 4 miles north of Grand Rivers which, when completed, will make the community much more accessible to visitors.

Extension's role combined the efforts of Glenn Kreag, area recreation specialist, and Ed Jones, area development specialist, with support from the Livingston County Extension staff and Jack Baxter and Allan Worms, state recreation specialists. Their first task was to make contacts in the area. The opportunity came when it became necessary to make improvements to both the Grand Rivers and Lake City Districts. Jones offered assistance in working out a solution.

As he became familiar with the people involved in the water districts, Jones began to point out the tourism potential of the area and the need to plan water facilities to accommodate the



future growth of tourism. His suggestions became more than academic when a land developer asked about water supply for a 70-acre tract which he said he planned to use for a tourist attraction and motel complex.

It was at this point that Kreag and Jones became convinced that a concentrated effort should be made to urge people to think about tourism—the opportunites it could hold for the future or the problems it could bring, if the community didn't plan ahead.

Organizing

The first step involved identifying and meeting with those persons who were influential in the community. By the end of the summer of 1976, enough groundwork had been laid to call a meeting of identified leadership. All indicated an interest in forming a group when 10 people responded to an invitation from the Livingston County Extension office.

A common concern of all was the need for a local chamber of commerce. The Development Association compiled information about forming a local chamber, which was established shortly thereafter. During the spring of 1977, the chamber organized a cleanup campaign and made visitor information available at the Grand Rivers city hall.

Property maps showed that the Tennessee Valley Authority (TVA), Corps of Engineers, and five corporations owned nearly all of the most suitable property for tourism development. This land was essentially undeveloped. A meeting, hosted by the Twin Lakes Bank, brought all property owners except one together for the first time.

Work-Study Tour

In the spring of 1977, Jones and Kreag approached KWW with a proposal for a work-study tour of other tourism areas. They developed a travel and meeting schedule for a 5-day trip. Thirty-four people toured Gatlinburg, TN; Myrtle Beach, SC; Lake Lanier Islands, GA; and Helen, GA.

Participants were particularly interested in Helen, a small mountain town which had transformed its business district into an alpine theme. As they learned how the transformation occurred, they began to feel that perhaps Grand Rivers could also adopt a theme of some kind.

The day after returning home discussions were underway with various business people and leaders in Grand Rivers. After another trip to Helen by 29 more community leaders a theme for Grand Rivers began to emerge: an old rivertown of the 1800's.

Redesigning

The city's engineering firm made a preliminary drawing of the city hall, redesigning it into the appearance of a sidewheel steamboat. Two days later, the drawing was shown at the Chamber of Commerce meeting with enthusiastic response to the design. A vote to adopt a steamboat/rivertown theme was approved without dissent. Several businesses were to be redesigned in time for the next chamber meeting.

Before the next meeting, Bob Florence, partner in the engineering firm was briefed on the efforts. He offered to have the firm do the redesign work for the various buildings at reduced rates.

Two years ago, Grand Rivers would never have been organized to handle such a monumental effort. Leadership was not developed, there would have been no chamber of commerce organized, and a divided and quarreling community could not have united on any major issue.

Even though the theme idea is just a dream now, much has been accomplished. There now is new leadership developing. Many people in the community are becoming better acquainted and some have settled old differences. A new spirit of cooperation in developing, and there is a very good awareness of how tourism may become the "industry" that brings prosperity to Grand Rivers.□

Washington in Review

1979 Atwater Memorial Lecture Held

University of Wisconsin professor Hector F. DeLuca presented USDA's 11th W. O. Atwater Memorial Lecture April 2 in Dallas, Texas.

The Atwater lecture series recognizes scientists in nutrition and seeks to advance public understanding of this science. The series, sponsored by SEA, is named for Wilbur Olin Atwater (1844-1907), the department's first chief of nutrition investigations.

DeLuca's lecture, "The Vitamin D System in the Regulation of Calcium and Phosphorus Metabolism," was presented at the annual meeting of the American Institute of Nutrition. DeLuca discovered that vitamin D is transformed by the liver and kidneys into an active material. This paved the way for a new drug to treat renal osteodystrophy, a condition where kidney failure causes bones to weaken and deform.

E. L. Kendrick Appointed Regional SEA Administrator:

Edgar L. Kendrick has been named regional administrator for agricultural research in USDA's Science and Education Administration's (SEA) southern region. He will administer the SEA research programs in the 13 southern states, Puerto Rico, and the Virgin Islands.

The announcement was made in Washington, D.C. by Talcott W. Edminster, SEA's deputy director for agricultural research. Kendrick fills a vacancy caused by the retirement of Arthur W. Cooper, former regional administrator. Kendrick began his career with the USDA in 1953 as a research plant pathologist with the Corps Research Division in Pullman, Washington. In 1976 he became associate deputy administrator of the southern region.

4-H Appointments to White House Youth Committees

At the White House level, two committees dealing with youth have been formed and given high priority by both the President and Mrs. Carter. One of the committees has the basic purpose of making the many federal government youth service programs better known and more readily available on an integrated basis at the local level.

The other, chaired by Vice President Mondale, is specifically oriented to the employment needs and unemployment problem of youth. E. Dean Vaughan, assistant deputy director, SEA-Extension/4-H, has been appointed to participate on both committees.

Aquaculture Coordinator Named:

M. Rupert Cutler, assistant secretary of agriculture for conservation, research and education, has appointed Bille Hougart as aquaculture coordinator for USDA. Hougart, who has worked extensively in reorganizing federal activity in the aquatic foods area, also will serve as aquaculture program manager for SEA.

Hougart's primary responsibility will be to direct and oversee the development of an aquaculture plan for the Department and to coordinate efforts with other federal agencies, the Congress and the aquaculture industry. Within SEA, Hougart will coordinate current, new, and expanded programs in aquaculture.

Hougart leaves a year-long position in the Executive Office as strategist for the President's reorganization project in food and nutrition where he made recommendations for reorganizing federal activity connected with aquatic foods.

Former Lt. Governor Named Deputy Secretary of Agriculture

Former lieutenant governor of Florida J. H. "Jim" Williams has been confirmed by the Senate as Deputy Secretary of USDA. He thus becomes the number two official at the Department, behind Secretary Bergland.

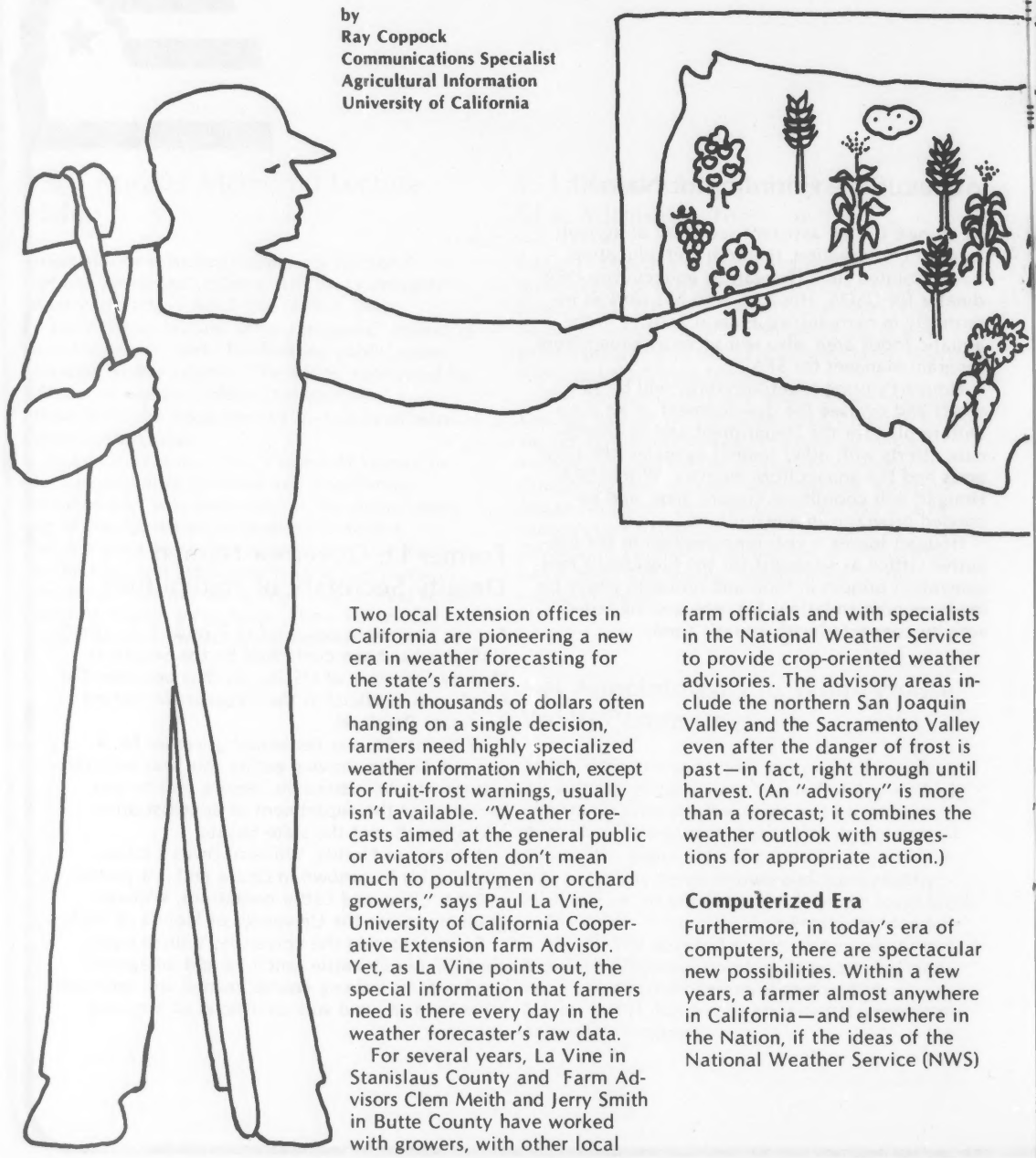
Williams, 52, was lieutenant governor for 4 years in Florida, leaving earlier this year with the change of administrations. Before that he was secretary of the department of administration, and a member of the state Senate.

A native of Florida, Williams owns a citrus grove in his hometown in Ocala and is a partner in other citrus and cattle operations. Williams graduated from the University of Florida in 1966.

Before entering the university, Williams operated the family cattle ranch, taught an agricultural onfarm training course, owned and operated a lumber firm, and was an official of a mining company.

FORECASTING FOR THE FARMER

by
Ray Coppock
Communications Specialist
Agricultural Information
University of California



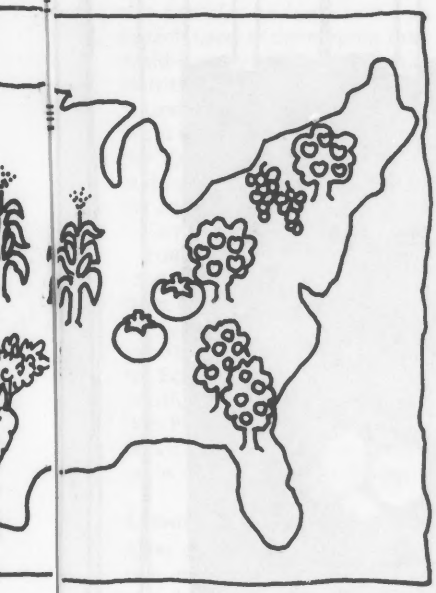
Two local Extension offices in California are pioneering a new era in weather forecasting for the state's farmers.

With thousands of dollars often hanging on a single decision, farmers need highly specialized weather information which, except for fruit-frost warnings, usually isn't available. "Weather forecasts aimed at the general public or aviators often don't mean much to poultrymen or orchard growers," says Paul La Vine, University of California Cooperative Extension farm Advisor. Yet, as La Vine points out, the special information that farmers need is there every day in the weather forecaster's raw data.

For several years, La Vine in Stanislaus County and Farm Advisors Clem Meith and Jerry Smith in Butte County have worked with growers, with other local farm officials and with specialists in the National Weather Service to provide crop-oriented weather advisories. The advisory areas include the northern San Joaquin Valley and the Sacramento Valley even after the danger of frost is past—in fact, right through until harvest. (An "advisory" is more than a forecast; it combines the weather outlook with suggestions for appropriate action.)

Computerized Era

Furthermore, in today's era of computers, there are spectacular new possibilities. Within a few years, a farmer almost anywhere in California—and elsewhere in the Nation, if the ideas of the National Weather Service (NWS)



and USDA are carried out—may have access to computerized local agricultural weather information. He or she will record the messages on a personal "micro-processor" and play them back on a television screen. "The technology is already available. We simply need to get together and put it to use," says Ronald S. Hamilton, NWS Western Region Agricultural Services coordinator.

This future computerized service will make available what La Vine and other local farm officials already are providing for their areas—weekly reports to the weather forecaster on those crops and farm operations which are most susceptible to wind, temperature, humidity, and other impacts of weather. The meteorologist integrates these reports with the weather outlook. The results are advisories which focus on upcoming weather conditions that will require farm managers to make decisions on cultural practices.

"For example, if it's going to rain during harvest, almond growers need to know what's going to happen after the storm," Hamilton points out. "If it will be clear and windy, they can relax. But if it will stay humid, they've got to get ready to haul their crop to the dryer in a hurry."

Specialized Needs

Other growers have comparable needs for specialized weather information. The amount of dew affects hay harvest. Wind speeds determine whether pest control sprays can be applied.

Poultrymen need advance warning of high temperatures so they can start cooling off their flocks. Integrated pest management, an important trend in California agriculture, often depends on advance knowledge of the weather.

This kind of information is needed all year. This is why some growers in California's Central Valley organized several years ago, with Extension help, to get farm-oriented advisories after the fruit-frost season. "We already had a phone recording system so a grower could call in if he missed the frost warning broadcast," La Vine says. "Then we got the idea of adding agricultural forecasts all summer."

When it served only as a frost warning system, the phone-in service was supported mostly by grape and almond growers. "Then we asked all the local farmers if they wanted to subscribe to a season-long service," La Vine reports. "There was a very good response from poultrymen, who sometimes take a lot of loss from high temperatures in summer. Also, hay, fruit and vegetable growers in general were responsive."

Today, the phone-in weather service covering Stanislaus and San Joaquin Counties has more than 600 subscribers who pay $15 yearly. It's a four-way program involving not only UC Cooperative Extension and the Weather Service, but the Stanislaus County Grape Improvement Association and the local Farm Bureau, which handles the money. "We've got 10 phone lines, and our 3-minute tape recording is updated at least twice a day," La Vine says.

Radio Reports

Farther north in the Central Valley, radio station KPAY at Chico broadcasts the farm weather outlook daily and also provides a phone-in tape recording for growers who miss the broadcast. "There is no charge, and the system works very well for our growers," says Meith.

From the National Weather Service's viewpoint, the existing local programs are "still experimental, but the potential is great," Hamilton says. What's needed to expand the service statewide, he adds, is (1) more volunteer farmers to report daily weather observations to the National Weather Service computer system, (2) a statewide program with Extension agents reporting weather-sensitive crop conditions to the meteorologists, and (3) organization of a computerized system which would permit growers to phone their local Extension office and have a computer there feed the latest weather outlook into their small micro-processors.

The same system also could make available information on such topics as irrigation scheduling, pest emergence, plan growth, market quotations and other emergency situations. □

NUTRITION CAN BE FUN!

by
Marion Krueger
and
Milan Rewerts
Extension Agents
Weld County, Colorado

Kids play "Red Rover", watch a puppet show and make ice cream. Are they learning what good nutrition is all about?

The fact that nutrition education can also be fun was the approach used in developing the Weld County, Colorado, Summer Nutrition Program.

Under the direction of the Weld County Extension Service, the 10 week-program began in mid-June 1978 with a coordinator and four instructors from Colorado State University.

Funding for five positions, food supplies and travel came from the Weld County Division of Human Resources, which administers the Summer Program for Economically Disadvantaged Youth, and the Summer Recreation Program from Community Services Administration. Older teens filled the five positions.

Lessons

After orientation in basic nutrition, the coordinator and instructors developed lesson outlines, prepared handout materials, and tested recipes. A typical session consisted of giving a 10-15 minute nutrition lesson, followed by class preparation of a related recipe. The children learned about calcium and Vitamin D in the milk group, made ice cream, and discussed how they liked its taste. To reinforce the nutrition concept being taught, they played games such as "Red Rover, Red Rover— Send the Milk Group Right Over."

The program reached more than 1,200 children throughout the county.

The nutrition program keyed on teaching the four basic food groups — meat, milk, bread, cereal, and fruit-vegetable. Lessons included foods from each group and, during preparation, the youngsters were asked to identify the nutritional value of each dish. Lessons were selected on the basis of simplicity, economy (weekly food cost averaged $24), safety, and appeal.

"The kids learned that nutrition is fun . . . that they can make nutritious snacks as cheaply as they can buy junk food snacks", said Anne Miller, program coordinator. "We used simple recipes that the kids liked," and "we found that if the kids made it themselves, they were more inclined to eat it."

"It was their responsibility to decide if they like it, and if they didn't, they did not have to eat it," she said, emphasizing that if children are forced to eat certain foods, it can "turn them off to good food habits."

The instructors made an effort to present innovative ways of preparing and serving the food —such as kabobs and bread-on-a-stick. To make the kabobs, the youngsters arranged luncheon meat, celery cubes, cherry tomatoes, and cheese on popsicle sticks. Biscuit dough wrapped on wooden dowels and toasted over a grill provided the bread-on-a-stick.

Benefits

The children weren't the only ones who benefited from the program. The four instructors increased their nutrition knowledge and gained valuable teaching experience.

"They matured as leaders," Marion Krueger, Extension agent said. "Now they can handle groups by themselves; they have more experience than many university students in working with children. □

EYE CARE AWARE

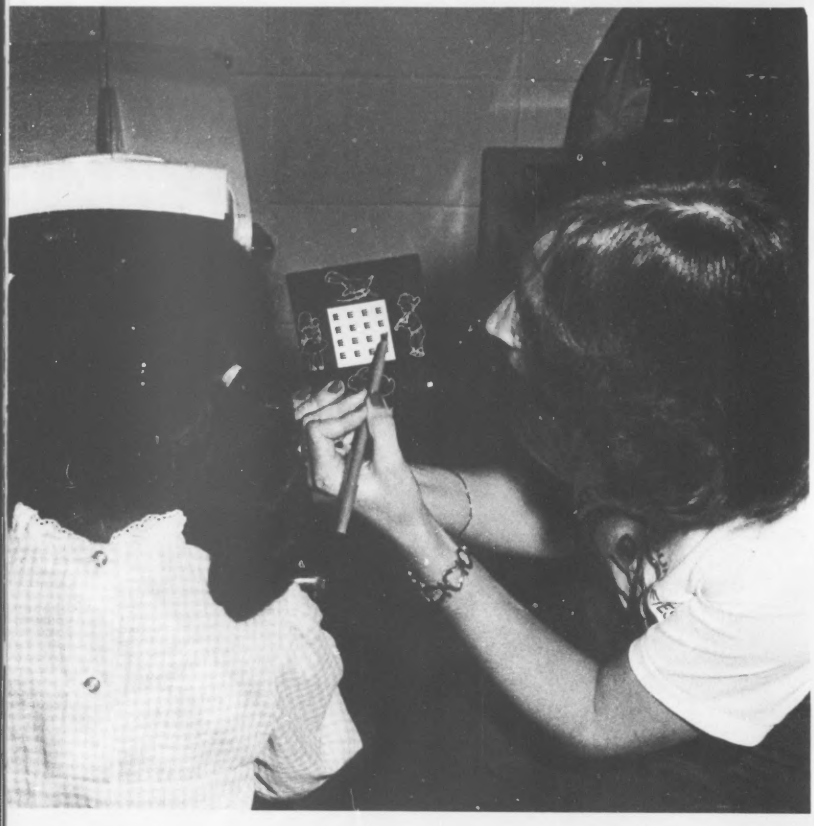
by
Linda Kay Hussey
News Editor
Mississippi CES

Seymour! Seymour! I Care!

This is now a well-known expression among residents of the Greenville area in Mississippi. Seymour Safely, a character created by the American Optometric Association, is a friend to many Washington County preschoolers. And "I care" is actually portrayed on billboards as "4-H Eye Care means I care!"

Both symbols are part of the Washington County Eye Care pilot project funded by a $2,250 grant from the American Optometric Association and coordinated by the Washington County Cooperative Extension Service staff.

"The program, is aimed at the importance of early and regular eye examinations, plus involvement of pre-teen and young teenagers in eye-care awareness," said Barbara Crumby, Washington County 4-H youth agent and project coordinator.



Involvement

According to Crumby, the program includes early screening of pre-school children and involves volunteer work by 4-H members, aides in the Cooperative Extension Service Expanded Food and Nutrition Program (EFNEP) and members of the Optometric Association Auxiliary and Lions Clubs. Also assisting were Extension state staff members Susie Oberstreet, health education specialist, who provided necessary information and coordinated the training of volunteers, and Ann Jarratt, 4-H youth development specialist, who cooperated in the development of educational materials.

Of the approximate 140,000 children 3 to 4 years of age in Mississippi, only a small percentage have an eye examination before they enter school. An estimated 1 in 20 children entering school has an eye defect.

"Local interest from the very beginning was avid," said Crumby. Right after we received the grant, a local optometrist called to offer support as did several local homemaker club members. Members of the Optometric Auxiliary have also assisted. Brenda Greenway, a medical technician coordinated the screening program, conducting much of it herself."

4-H'ers in the area also became involved in I care! The Washington County Long Switch 4-H Club adopted the program as a club project and made Seymour Safely's costume. Then they provided Seymour's appearance at events by taking turns playing his part. Club members also assisted Crumby in a mall

puppet show with Seymour Safely appearing to talk with the youngsters about eye care.

During the day, five shows were presented with an audience of 25 to 30 each show. Almost 1,500 eye care pamphlets were also distributed during the puppet shows to adults and children.

Screening

"Are we going to get a shot?" was the common question as pre-school children in day care facilities prepared for screening. Program volunteers pictures of rabbits, girls, boys and picnic tables and had stories to tell in which a child could participate. Each child was anxious to point out these objects, because they had learned about them the previous week.

In the program's pre-school screening, 700 children were tested, representing 95 percent of those enrolled in child care facilities in Washington County. Those who tested negative are currently being rescreened for the recommended eye care.

As part of the pilot program, two local doctors conducted a day-long workshop for school teachers. The ten teachers who attended returned to their school systems and shared the information they gained with other teachers. As a result of the workshop, 60 percent of the Washington County school children were made aware of the vital need for eye care and how to obtain it. Teachers are now more alert to the signals that indicate possible eye problems.

"Mrs. Crumby has done an outstanding job with the pilot program," said Travis Pierce of Amory, president of the Mississippi Optometric Association. "If the association can be of assistance to other counties that would like to develop a similar program, we will be pleased to work with county Extension agents. Programs like this will make youth more aware of vision and total health care."

Mississippi has definitely taken a step toward aiding children with visual problems. □

MASTER GARDENER

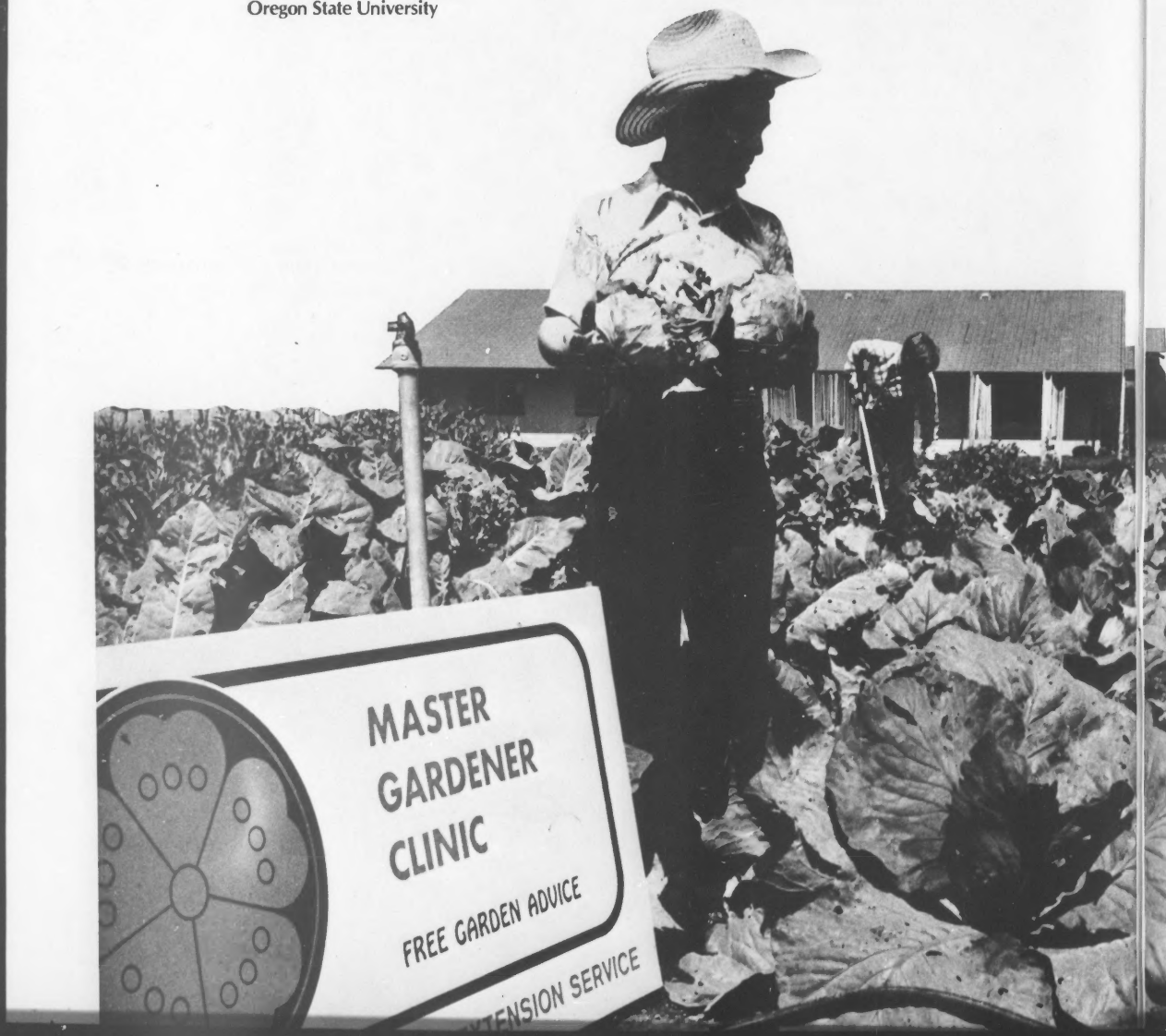
A SHANGRI-LA STORY

by
Paul Rauen
Horticulture Agent

and
Tom Gentle
Extension Information Rep
Oregon State University

Volunteers often expand programs in exciting and unforeseen ways. Oregon State University Master Gardeners did just that when they helped students at a school for the mentally handicapped learn how to care for gardens and fruit trees.

The main purpose of the OSU Extension Master Gardener Pro-



gram is to provide urban areas with weekly clinics where the public can get answers to its gardening questions. But, eager Master Gardeners have found many other outlets for their knowledge and time.

Since 1977, three Master Gardeners have worked with students at Shangri-La, a private school for the mentally handicapped near Salem. There they have helped design a demonstration garden and fruit orchard.

New skills program

Volunteers have two goals at Shangri-La. First, they want to teach students there necessary skills for working in horticulture-related jobs so that they can eventually leave the school and lead independent lives.

Second, they are developing a demonstration garden and orchard where the public can observe vegetable crops and fruit trees before trying to grow them at home.

In order to participate, the Shangri-La students had to fill out an application form and be interviewed—just as if they were applying for a job in the community.

Twenty-four students took part in the program the first year. They learned to identify garden vegetables, how to use and care for garden tools, how to plant a garden, and how to identify and control insect pests. Once a month they visit nearby gardens and nurseries to learn more about the horticultural industry.

The volunteers have already reaped some rewards from their work. Two students have just completed their second year of employment with local seed companies.

Demonstration garden

The demonstration garden offers a number of interesting choices. New hybrid seeds have been grown to compare with the traditional varieties grown in the Oregon Willamette Valley. There is an organically grown section to compare with a more conventional garden cultivated with the use of manufactured fertilizers and pesticides. Both drip irrigation and standard sprinkling systems are used. And innovative planting methods, such as trellised cucumbers and watermelons, and the use of different types of mulches are demonstrated.

The orchard section has concentrated on planting apple trees. Eleven varieties of apples growing on four different fully dwarf and semi-dwarf rootstocks are grown. Half are trained on a wire, the others are pruned to develop a central leader system. The orchard allows people to visualize the rootstock and training methods they want in their own backyards. And in season, they can taste the different types of apples.

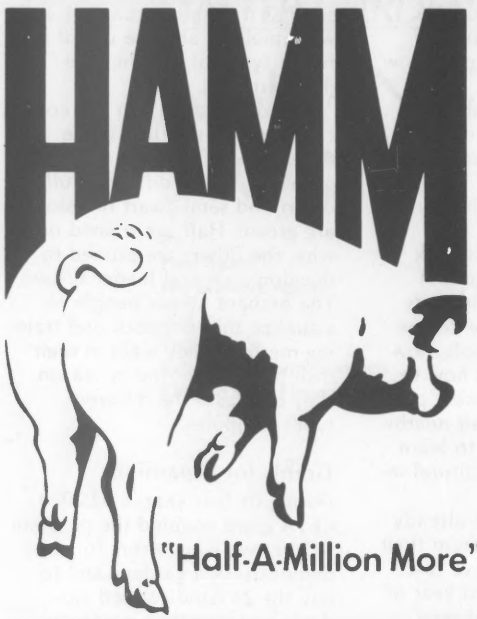
Grants for expansion

During its first year, a $25,000 CETA grant enabled the program to hire two supervisors for the demonstration gardens and to pay the 24 handicapped students and part-time gardeners.

Since then, an additional government grant and donations of tools, seed, and orchard stock from local businesses have helped the project expand. The vegetable garden space is scheduled to cover 5 acres this year. And once the apple trees are firmly established, pear, cherry and peach trees will be planted.

Other plans call for setting up a produce stand in Salem to market the fruits and vegetables. The income from sales will help defray expenses, and the students will get experience in handling money, working with the public and managing a business.

The gardening program is one of many job training programs the Shangri-La School has established to help its students become independent. But for the OSU Extension Master Gardener Program, it is an unexpected success story that exemplifies the benefits of volunteerism. □



by
Kenneth Copeland
Information Specialist
Alabama Cooperative Extension

The Dothan, Alabama, *Eagle* editor has said, "If farmers and agribusiness do with hogs only half of what has been planned for this 11-county area of southeast Alabama, it will be a long time before the celebrating ends."

He calls this a Madison Avenue approach to farm opportunity. That's the way the newspaper described an Alabama Cooperative Extension Service educational program called HAMM. The aim of the program is to increase hog production in an 11-county area of Southeast Alabama commonly known as the Wiregrass.

"We are talking about HAMM as in 'Half a Million More' hogs. What an appropriate acronym. Madison Avenue says: "Always have a slogan if you want to start right and stay on the road."

"The idea behind this approach is pin-point programming," said Ray Cavender, associate director for programs. "We're going to approach many areas: agriculture, home economics, 4-H, and community development. In our goal setting process called IMPACT '80, launched in 1976, we identified problems and potentials. Rather than take the shot gun approach, we're rifling-in. This means using a pin-point program to solve these problems and use those opportunities where there are many similar resources available."

Evaluation

"Evaluation is built into the program design. This is something that Extension must increasingly introduce into its program development process.

Because of lack of staff time, we can't promote a statewide program of this magnitude. Pinpoint programming lends itself to an opportunity or issue which is geographically contained."

"Half of the state's hogs are already grown by some 8,000 producers in these 11 counties," said Roy Ledbetter, assistant director for agriculture. "But still the area is a natural for using this concept because swine fit so well with the type of farming operations found here."

Hog production has been declining in recent years, and studies leading to the Extension Service's IMPACT '80 program revealed a great potential for more hogs in the 11-county area.

Extension swine specialist Jim-

my Danion said, "A properly managed 20-sow farrow-to-finish operation, for example, could add as much as $6,000 to a farmer's annual income. And, adding Half a Million More hogs to the area would put some $44 million in the farmers' pockets and another $132 million in the area's economy."

"We don't have a lot of new information on raising hogs," Danion continued. "Most of these farmers already basically know how to produce them. HAMM is an awareness program — the vehicle to get things rolling — in an area where there are many small farmers and where there is a great potential for producing more hogs."

Tapping Resources

The question is, how do you get your "sleeping" resources, either undeveloped or underdeveloped, and supporters such as local leadership, agribusinesses and agencies together? All of these things make pinpoint programming, like HAMM, go. In some cases, support has to be cultivated. It already existed in the 11-county area.

"One danger of a program like this," Ledbetter pointed out, "is that following the 'blast-off' —the luncheon and the intense publicity—interest fades away.

"Elements must be built into the program to prevent this. We appointed an area swine specialist—Jerry Van Dyke—who is housed in the area and will work closely with agents and swine producers."

Swine producers organized into the Wiregrass Swine Development Committee. Producers conducted a drive to raise money to build a boar test station at the Wiregrass Experiment Substation. A long-range goal is to build a swine demonstration facility on the substation.

An area feeder pig marketing association has also been organized, and a facility is being developed and financed by stock sales to producers who want to take this production and marketing approach.

Media Campaign

Ledbetter said, "A lot of people in the area—Chamber of Commerce leaders, agribusiness leaders and others—are helping with this program, including our specialist staff—animal scientists, farm management people. We are marketing a packet of material for agents to use in their mass media campaign.

An intensified mass-media campaign was launched to reach the public and, more specifically, farmers who might be interested in raising hogs or increasing their hog numbers. The HAMM acronym—with the drawing of a hog—was prominently displayed on all mass media layouts. Agents in 11 counties are stamping envelopes with HAMM. A special HAMM brochure was prepared.

A week was designated in many of the 11 counties as HAMM week. On Tuesday of that week, a big kickoff luncheon for the program was held. Four television stations, area dailies and several radio stations throughout the area highlighted the event on their newscasts that day. During HAMM week, several weekly newspapers throughout the area published special emphasis issues—some as long as four pages. Several magazines came out with articles on HAMM.

Why is there so much excitement about hogs in these 11 counties? Comments like these by producers were used in the mass media campaign.

Program Success

"Hogs have been good to me," said W. M. "Bill" Godwin, Jr., of Andalusia, "That's the reason I continue to raise them. Selling hogs every month and getting that monthly check really helps my cashflow," says Godwin, whose operation includes 90 sows, 250 acres of corn, 200 acres of peanuts and 150 acres of soybeans.

"Hogs go a long way in covering the debts of the entire operation. That's the reason I've had hogs ever since I started farming," explained Elton Wade of Headland.

Arnold Dorman of Luverne said, "As a rule, I've found that you can make money on hogs when everything else fails. With peanuts and corn, I get one paycheck in the fall. With hogs, I receive one practically every month."

"The weather doesn't play as big a part in hog production as it does with crops," said Jim Luster, a Luverne farmer.

At the HAMM kickoff meeting, one banker commented to his neighbor, "I know for a fact that hogs have enabled lots of farmers in this area to pay off notes on their farms."

This being the case, Extension's HAMM educational program will have additional positive payoff for people in the Wiregrass.□

UNITED STATES
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AGRICULTURE
AGR 101

people and programs in review

Weed Society Honors Extension Specialists

Harold Alley was one of five scientists named fellows of the Weed Science Society of America at the WSSA's annual meeting in San Francisco. Alley is professor and Extension weed scientists at the University of Wyoming. Gerald Miller, professor and Extension agronomist, University of Minnesota, was cited as the outstanding Extension worker by the Society.

"Teletip" a Success

North Carolina's dial access system, "Teletip," received its 100,000th telephone call recently. Less than a year old, "Teletip" offers readily available answers to homemaking questions about diets, stain removal, money concerns, energy and personal relationships. There are 786 different topics on the "Teletip" system. More than half of those topics relate to family living.

Poultry Seminar Held in Russia

A. W. Brant, Extension food technologist, University of California (Davis); John Scultz, head poultry Extension department, University of Georgia; Charles Beard, SEA-AR, USDA, Athens, Ga.; and Wood Jenkins, SEA-Extension poultry specialist were members of a U.S. team to present a poultry seminar for Russian counterparts in Moscow in March. The seminar was sponsored by the U.S. International Communications Agency in conjunction with its traveling exhibit, "Agriculture USA".

1979 National 4-H Conference Held

More than 300 4-H members, volunteer leaders, and Extension staffs from 44 states, District of Columbia, Puerto Rico, Virgin Islands, and Canada attended the National 4-H Conference, March 31-April 6 in Washington, D.C.

Major focus of the conference was on delegate discussions and recommendations coming out of 11 consulting groups on many 4-H programs.

Special note was made of the role of delegates as 4-H ambassadors in representing and reporting on 4-H to the public.

Jacqueline Grennan Wexler, president, Hunter College,New York, made the keynote address on "Youth and the Needs of the Nation." Conference delegates also met with top USDA officials and representatives from their congressional delegations.

EFNEP "Magic Hands" Available

Vermont reports that the nutrition mini lessons "Magi Hands" are now available to other states. These lessons, developed for EFNEP use with SEA—USDA funding, are featured on slides, filmstrips and videocassettes. In each case, gloved "Magic Hands" float on a black background presenting nutrition facts with food, symbols, and drawings. For more information, write to Karin Kristiansson for the brochure titled *Food with a Touch of Magic*. Her address: Associate editor-multimedia, The Extension Service, University of Vermont, Burlington, VT 05401.

Game Plan for Nutrition

"The Nutritionist Game Plan" slide set, recently produced by Cooperative Extension at VPI, is designed for athletes, coaches, and parents. Rebecca M. Mullis, nutrition specialist, says the slide set highlights the relationship of each of the nutrients to physical performance, the importance of water in training, the pre-game meal, and information on salt tablets and commercial preparations claimed to enhance performance. Cost of the set is $25.00.

*U.S. GOVERNMENT PRINTING OFFICE: 1979 280-931/SEA-102

Summer 1979
United States Department of Agriculture
Science and Education Administration

extension review

Energy

Gasohol—A Critical Choice

"Alcohol can be manufactured from corn stalks and from almost any vegetable matter capable of fermentation: growing crops, weeds—even the garbage from our cities. We need never fear the exhaustion of our present fuel supplies so long as we can produce an annual crop of alcohol."

That's what Alexander Graham Bell said before a high school graduating class in Washington, D.C. in 1917. The idea is old and nearly universal. It appeared with the depression when farmers could not sell their products, and reappeared with each succeeding recession and fall in grain prices. The logic made sense: the technology was there; alcohol was easily made by fermenting grain or other plant material, and it could be used for fuel either alone or in combination with ordinary gasoline. The mixture (in a 90 percent gasoline, 10 percent alcohol combination) is gasohol. But gasoline was cheaper than alcohol, and readily available. And Americans adopted gasoline.

Now, Americans don't have enough fuel. In 1977, they drove 113.7 million cars 1.12 trillion miles and burned 80.2 billion gallons of gas—and the number of cars, miles, and gallons is rising every year. And once again, gasohol is a potential solution. The key word is potential.

Alcohol costs more to make than gasoline. Ethanol (alcohol which can be made from grain and other biomass) costs significantly more than gasoline, depending on the price of the grain. It takes energy to make the change from plant matter to alcohol, and then to mix the alcohol with the gasoline. In addition, the production of alcohol to make gasohol for the U.S. would require systems similar to those required to make gasoline—transportation of raw materials and of alcohol, for example; and indirect costs: taxes, profits, interest on debt, and the cost associated with creating, transporting, and marketing a substance that is both flammable and federally controlled. And the costs of the physical plants would be considerable. To produce enough alcohol to make gasohol for the entire country, it would take 10 billion gallons of alcohol—the combined production capacity of 500 facilities, each producing 20 million gallons per year.

But with all of these costs, there are benefits. Distillers' dried grain, a byproduct of the ethanol-producing process, is a fine, high protein animal feed. Ethanol enhances the octane rating of gasoline, and this alleviates the problem of engine knock. Gasohol reduces some carbon monoxide emissions and, according to some scientists, can produce better mileage than straight gasoline. And, with increased technology, some scientists are confident that methods can be developed to produce alcohol using no more energy than is contained in the alcohol.

There are other unresolved areas: large quantities of grain, if diverted from the export market to produce alcohol, could affect the welfare of countries which depend on American agriculture for their food. A well-meaning but ineffective tax incentive system to promote gasohol might benefit shrewd investors more than America's farmers. Finally, if more energy from oil or natural gas were used in producing gasohol than is contained in the gasohol, farmers could end up spending more, not less, in increased costs for fertilizer, feed, or fuel. These are not problems yet. Still, gasohol is a multifaceted issue, with each part inextricably related to the others.

In addition, difficult decisions relating to the directions of future research are needed if technology is to advance. For example: How feasible is the idea of creating alcohol with the aid of solar energy? Could gasohol profitably be made from alcohol which has been made from coal? What about biomass—could energy from this source economically change plant matter into alcohol? Research into gasohol historically has taken many directions. But the prospect of readily usable technology, not past investment in gasohol research, must determine the direction this research will take in the future.

Gasohol could potentially contribute to the solution of America's energy dependence on foreign nations. The challenge of gasohol is to help to create usable fuel where less existed before. In meeting this challenge, American agriculture faces a critical choice; it can proceed in one of two directions.

The first direction is to pay the price entailed in seeking a way to make gasohol work for the American people. This money is like risk capital. The research needed to develop the scientific, technological, and economic expertise which might bring gasohol to fruition requires a serious, expensive commitment on the part of American agriculture and the American people. And there is no guarantee of success.

The second direction American agriculture could take is to do less than the research that would be required to learn just how valuable gasohol could be to America. This second choice involves the risk of missing the opportunity which gasohol could represent. America could save the costs of research, of exploring ways that the system might be made to work. But if the potential does exist, and Americans fail to find it, then not only American agriculture but the entire country will be far more dependent on foreign nations than it would be otherwise.

America can well afford the first risk. It absolutely cannot afford the second.—*Robert Deimel.*

contents

extension review

Vol. 50, No. 3
Summer 1979

The *Extension Review*, quarterly publication of the Science and Education Administration, is for Extension educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1979. The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at $2.25 per copy or by subscription at $8.25 a year, domestic, and $9.35 foreign. Send manuscript inquiries to: The Editor, SEA Information Staff, Room 3137-S, USDA, Washington, D.C. 20250, Telephone: (202) 447-6133.

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Solar Power On the Farm

by William S. Sullins
Assistant Extension Editor
Kansas State University

Using solar energy on the farm was only an idea in the early 1970s. Today it is an idea whose time has come. Solar power is here, helping to produce meat for the dinner table.

Twelve Kansas livestock producers are using solar power to heat swine farrowing houses. By year's end, the number will be at least 16.

"A producer investing in a solar collector-storage system similar to an experimental unit located here (Kansas State University) can recover his investment in 7 years," claims James P. (Pat) Murphy, Extension agricultural engineer in structures and environment. "Many traditional farm structures are built with the hope that the investment is returned in 10 years."

Murphy is the conduit through which research information collected at the experimental facility, built 4 years ago, is transmitted for actual on-farm use. Under a combination Department of Energy (DOE) and USDA-SEA grant, Murphy spends a third of his time working with farmers interested in solar-heated hog facilities.

Once a producer decides to go that route, he may get his plans and instructions from Murphy. And the specialist throws in some practical advice to help get the project off the table.

The plans basically reflect experimental work done at K-State by professor Charles Spillman, Department of Agricultural Engineering. Animal science professor Robert H. Hines and research assistant Victor Robbins aided Spillman in the project.

Spillman built the experimental 8- by 50-foot solar collector-storage unit on the south wall of the farrowing house at the university's swine research center. Partial funding was provided by the Economic Resource Development Agency (ERDA).

The idea is to use the solar wall to preheat ventilating air in the hog house. In winter, fresh air entering a livestock building must be heated to the temperature in the confined space. In Kansas, where high winds may combine with cold temperatures to send the wind chill index plummeting to several degrees below zero, energy required to obtain that goal can be excessive. Most producers use LP gas or electricity to heat the space.

Solar energy is ideal in this case, Spillman points out, because a system to preheat the ventilating air can use energy of much lower quality, as heat of any kind in winter reduces the amount of conventional energy used.

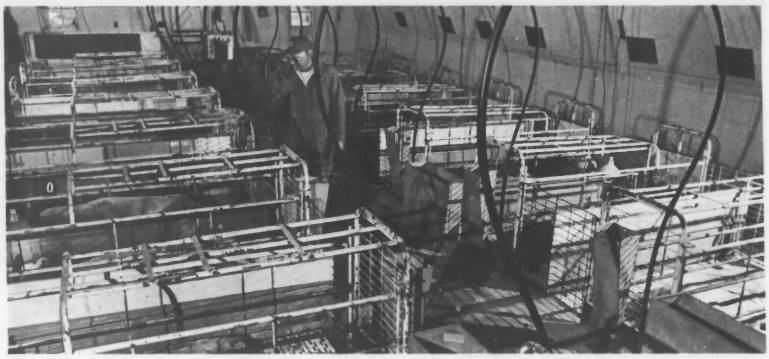
Another appealing feature of solar power is that producers don't have to build a new structure to take advantage of the sun—a wall can be added to an existing building, as was the case at K-State.

The main features of the solar wall, which provide a net collecting area of 380 square feet, are a stack of solid concrete blocks (6 by 8 by 16 inches) painted black with openings from front to back, and a

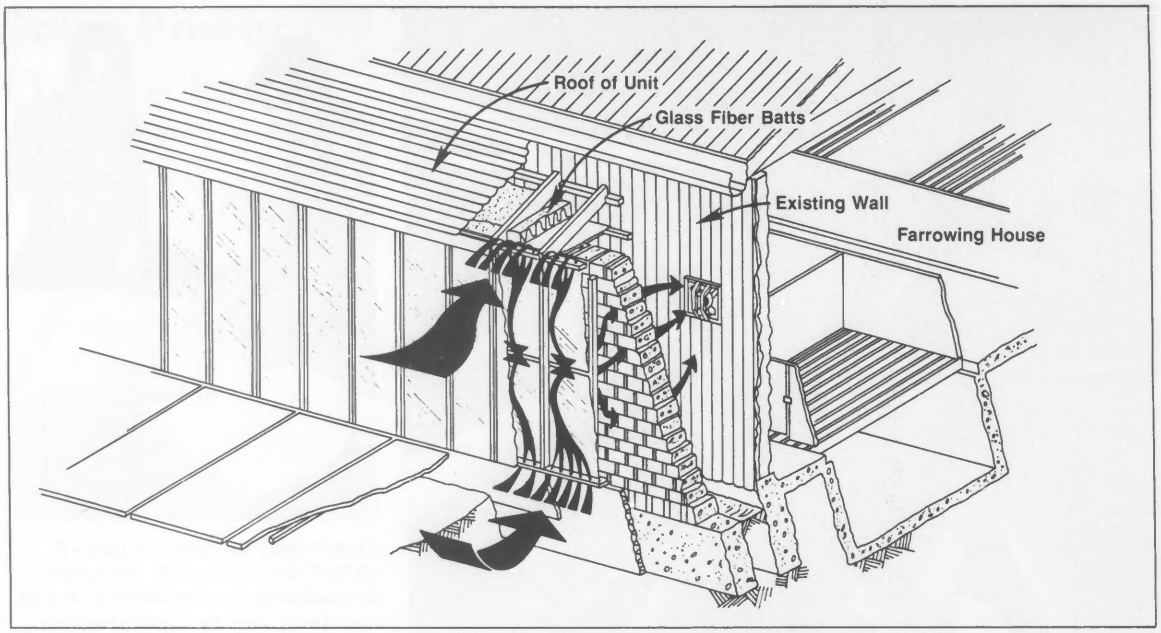
This view of a solar-powered farrowing house shows isolettes in the background—individual quarters for a single brood sow and baby pigs. The isolettes will eventually be phased out, thus saving labor and energy costs (0279W218-4).

Charles Spillman (left) and James P. Murphy discuss possible alternatives for improving the performance of solar units being used by a pork producer (0279W213-26A).

Arlan Benteman is one of 12 Kansas livestock producers using solar power to heat swine farrowing houses. He should recover his initial investment within 7 years (0279W220-22A).



This solar energy collection and storage wall supplies natural heat for Kansas State's farrowing house. Arrows show the path of air as it is heated on its way to the ventilating fan (PN-4189).



double transparent plastic cover on a frame that allows ventilating air to pass between the covers as it enters the system.

Moving the air through the space between the covers allows the air to pick up some of the heat that would otherwise be lost. The air removes heat from the south side of the blocks first and cools the surface to further reduce heat loss from the storage.

Inside, a centrifugal fan connected to a duct system moves the air to the furnace in the farrowing house.

Spillman says the solar energy collected and used January through March one year was equal to burning 335 gallons of propane; from April 1 through June, savings equaled 170 gallons.

With farrowing house temperatures maintained at 60° to 65° F., Spillman estimates the equivalent of 1 gallon of propane is saved for each square foot of collector for Kansas conditions. Savings would vary depending on location.

The scientist believes the basic concept of the solar energy collector-storage system for preheating ventilating air will become a viable economic alternative as energy becomes less available and more expensive.

"We plan to continue research and hopefully refine the system to make it even more efficient," he said.

As for cost, Murphy said his experience with farmers indicates that a solar wall for preheating ventilating air in a farrowing house can be built for $7.50 per square foot of collecting space. About $4 of that amount is labor.

Plans and operating instructions for the collecting system are available for $3 per set from Murphy at Extension Agricultural Engineering, Seaton Hall, Kansas State University, Manhattan, Kan. 66506.□

Dale Keesecker's solar collectors were built from concrete blocks and resin reinforced fiberglass panels. All materials needed to build a solar-powered farrowing house are readily available to producers through building contractors, lumberyards, and solar energy vendors (0279W217-34).

Alan Johnson, assistant research engineer, keeps a watchful eye on monitoring equipment in the nursery on Dale Keesecker's farm in Washington, Kansas (0279W217-25).

Storing the Sun

by Lenore Paulsen and
Bob Logan
County Extension Agents
Oregon State University

Workshop participants built and permanently installed three solar collectors at the Douglas County Fairgrounds, gaining confidence to do the same on their own homes.

Western Oregon is notorious for cloudy, rain-soaked winters. Because of this, few Douglas County residents gave solar energy a second thought until the Oregon State University (OSU) Extension Service sponsored a 2-day Home Energy Fair.

Douglas County Extension agents Lenore Paulsen and Bob Logan combined practical workshops and seminars with more than 40 exhibit booths. "We wanted to give people a chance to do more than just look, so we created as many opportunities for hands-on experience as we could," said Paulsen.

Solar Workshop

The highlight of the Home Energy Fair was a 12-hour workshop on how to build solar hot water collectors. "The workshop attracted 40 participants," said Logan. "We knew there was some community interest in solar collectors, but what really surprised us was that half of the participants were women."

John Hermannsson, OSU Extension solar energy agent, taught the workshop along with members of the Solar Energy Center from the University of Oregon. Working with more than $1,000 worth of materials donated by local merchants, lumber companies, and the fairgrounds administration, solar workshop participants built 13 hot water collectors and installed three of them on the roof of a fairgrounds building.

"The collectors at the fairgrounds are now a permanent exhibit showing the potential for solar heated hot water. It's an extra and lasting benefit from the workshop," Paulsen said.

The remaining 10 collectors were raffled to workshop participants. When installed, these solar heating units will significantly cut the cost of heating hot water. From May to September, they can provide all the hot water most families in Douglas County will need. And even in the gloomier winter months, 20 percent of the hot water can be heated with a solar collector.

The solar collector workshop drew people from many miles around. Lori Mead drove 200 miles from Payette, Idaho, to attend. Lori said she wanted to learn how to build the collectors "so we can put on a workshop like this in our community."

Other Subjects

In addition to solar energy opportunities, fairgoers were treated to such energy-saving subjects as wood heat, home insulation, and energy efficient home building and remodeling. More than 3,000 people attended the Home Energy Fair.

In addition to the exhibits, OSU Extension specialists and private

consultants offered 28 hours of public seminars on a wide range of subjects including:

- Learning about solar greenhouses
- Using the sun to heat and cool your home
- Buying a wood stove
- Improving fireplace efficiency
- Looking for houses that almost heat themselves
- Making homes energy efficient
- Saving energy with window treatments
- Cutting your own firewood—does it pay?, and
- Installing and maintaining wood burning stoves.

Appreciation

"I really appreciated being able to listen to an expert on wood stoves and then see all the stoves on display in the exhibit hall. It helped me decide what I wanted to do," said one attendee.

A local 4-H group sponsored a booth featuring high energy foods such as nut mixes and fresh fruits. A forestry class from the local community college designed a walk-through, test-yourself display of different wood species in Douglas County.

Two other displays contrasted the old and the new. Retired senior volunteers manned a display featuring a turn-of-the-century kitchen complete with wood cook stove and kitchen appliances.

"We wanted the public to remember how functional the cook stove was," said Paulsen. "It did everything from cook the family meals to provide a toasty spot for the family dog." In contrast to the pioneer kitchen was a fully constructed solar greenhouse filled with flowers.

Commercial exhibitors paid $30 for each booth. The money was used to defray the costs of educational exhibits, booth assembly, and fees for some guest lecturers.

Future Fairs

Agents Paulsen and Logan are not beginners in designing energy-related fairs. When home heating costs soared in 1977, they put together a Home Heating with Wood Fair that attracted more than 2,000 people. Response to the exhibit and seminar format was so encouraging that the Home Energy Fair of 1978 was patterned after it.

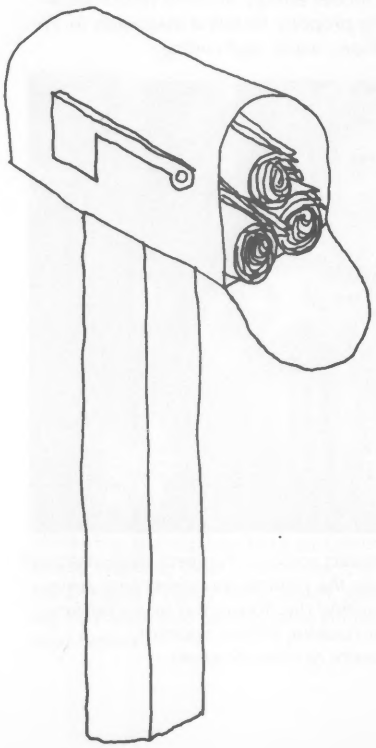
With 2 years of experience, Paulsen and Logan are planning more energy fairs. After seeing the enthusiasm of the participants in the solar collector workshop, the Douglas County fair manager suggested a cooperative venture be worked out where he would make arrangements for exhibits and the OSU Extension Service would handle the educational seminars and workshops.□

Seeing is believing as fairgoers look at a model energy efficient house showing properly installed insulation in the floors, walls, and ceiling.

Retired senior volunteers demonstrated how the oldtime wood-burning stove warmed the house and provided heat for cooking (Photo courtesy Roseburg News-Review).

Be Energy Aware

by Deborah Witham
Publications Editor
University of Kentucky



The University of Kentucky Cooperative Extension Service has taken the state's energy program into each of the more than one million households in the state.

A massive mailing put a Special Energy Edition of the UK Ag Report into the hands of each household. This 24-page tabloid, designed to bring news to every family on how to conserve energy at home, is perhaps the most visible part of the Kentucky Extension energy program, but it is by no means the only part.

Coordinated by Sandra Smith Holland, Extension specialist for energy conservation, Larry Turner, ag engineering energy specialist, and Joe Williams, public information energy awareness coordinator, the efforts have been wide-ranging and comprehensive, and promise to help every Kentuckian "be energy aware."

Extension, working in conjunction with the Kentucky Department of Energy, is responsible for the residential and agricultural production energy sections of the Kentucky energy conservation plan.

Here are the thé highlights of the efforts so far:

Agriculture

—With the help of a computer, farmers can now try different production strategies and then compare them on the basis of energy required, economics, and management.

—Computers are also helping farmers, farm equipment dealers, and others analyze various grain harvesting, handling, drying, and storage alternatives on the basis of economics and energy consumption.

—A pasture renovator has been developed to interseed legumes into grass fields instead of applying nitrogen fertilizer to the fields. Renovation reduces fossil energy input and increases beef production per acre as compared with nitrogen fertilization.

—Wheat, corn, and soybean residues are being test-burned to produce a gas which could be used directly for grain drying on the farm or other purposes.

—A scaled prototype solar bulk curing facility for tobacco is being designed, constructed, and evaluated. This system would permit use of the mechanical leaf harvester already on the market, yet would utilize solar energy to reduce fossil fuel requirements.

Publications

Other areas of effort include using solar collectors to store heat for grain drying, using alternate energy sources for swine housing systems, and conserving energy in greenhouse heating.

These efforts and others are the basis of publications available through Extension to farmers as part of the Energy in Agriculture series. This "on the farm" information is supplemented by an "at home" Energy in the Home series, and a series of home Energy Fact Sheets that are part of the residential portion of the program.

Residential

—CHEAP (Computerized Home Energy Analysis Program), a key part of the energy conservation program, is designed to give a homeowner knowledge about the economic feasibility of adding insulation, and making other home energy conserving adjustments.

County agents have been trained to assist homeowners in both filling out the input form and interpreting the computer print-out.

The CHEAP service is free to all Kentuckians and is starting its second year of use. Program evaluations indicate that 53 percent of those responding to this survey had no prior contact with the Cooperative Extension Service. That's a lot of people reached, since 100,000 copies of the brochure are in print, in addition to the forms in the energy tabloid.

Energy Efforts

In addition to the CHEAP input form, the tabloid includes a self-energy unit, and many articles on insulation, solar energy, heating systems, window coverings, carpeting, appliance operation, and other energy conservation techniques as they apply to the home.

Area and regional training sessions were held to help the staff develop as energy resource persons. More than 350 Extension agents attended energy workshops given by the University of Kentucky Cooperative Extension Service. An energy contact agent for each county coordinates the county energy education efforts.

Each county has been provided with a resource packet of energy materials. Additionally, the counties have available teaching boards on weather stripping, caulking and insulation, and a slide-set on home insulation. These supplement the Energy in the Home series of fact sheets and publications.

An outreach program that provides people with information on ways to decrease energy costs and conserve existing energy resources has been successful because it does not interrupt daily routines. PACE (Plan and Conserve Energy) Breaks are six 15-minute mini-sessions on energy conservation presented during lunch or work breaks at factories, schools, downtown business districts, homemaker club meetings, or anywhere there is a group of people.

Mall displays are also successful in reaching large numbers of people. A recent exhibit attracted nearly 10,000 people. And a "Be Energy Aware" display is available for county and state meetings.

Since television is such a popular medium, these efforts are supported by television spots on residential energy conservation.

4-H Youth

Finally, an important part of the total residential program is the 4-H youth program, because future adult energy awareness must start with children today.

The project attempts to give youth a basic awareness of energy sources, use, and conservation. Project books are available from the fourth grade through the high school levels, and 60,000 are currently in use.

Also, the 4-H members are involved in other energy-related projects such as experiments, posters, energy fairs, or running the CHEAP analysis in their homes.

Results

The ongoing effort of providing county agents with knowledge, tools, and techniques to help them reach the people with energy conservation information is beginning to show results. Approximately 30 per cent of the users of CHEAP have added home insulation as a result of this program. And so far, approximately $15,000 has been saved by those who participated in the CHEAP program and made their homes more energy efficient.

But as much as immediate results, Kentucky Extension is seeking to instill in its clientele—all the farmers and homeowners of the state—a responsible attitude toward use of the nation's energy resources.

This they intend to pursue energetically.□

Connecticut— A Conservation Challenge

by Alexander (Bud) Gavitt, Jr.
Agricultural News Editor
University of Connecticut

Connecticut's 11 energy associates are making great progress in providing information on energy conservation in a pioneering program being conducted by the University of Connecticut's Cooperative Extension Service (CES).

Between November 1, 1977 and March 31, 1979, approximately 20,000 Connecticut residents received information and assistance in personal contacts through programs, workshops, exhibits at county and town fairs, and other activities. Thousands of other state residents received information on energy savings through newspapers and radio and television programs.

More importantly, a mail survey of the 20,000 clients, contacted directly by the energy associates, indicates that about 71 percent have taken positive actions or are seriously considering energy conservation measures.

Federal Grant

According to Doris A. Lane, CES assistant director for home economics and energy, Connecticut is one of only 10 states in the country taking part in federally funded pilot Energy Extension Service programs.

An initial grant of $308,000 was awarded to CES from the Energy Division of the State Office of Policy and Management (OPM) to fund the program for 17 months, from November 1, 1977 to March 31, 1979. An additional $138,000 appropriation extends the program through September 30, 1979.

CES has conducted one phase of the state's Energy Extension Service program, which provides information and educational assistance to individuals and families about a variety of energy conservation concerns.

The State's Departments of Economic Development and Administration Services are also involved in the Energy Extension Service program. They have provided information and assistance to small businesses, municipalities, churches, and museums.

Lane says that CES conducts its informational program through a staff of 11 energy associates at 10 field offices around the state. The associates provide information on window treatments and home furnishings to conserve energy, wood stoves, caulking and weather stripping, insulation techniques and materials, selection and use of home appliances, alternative energy sources such as solar heating systems, and landscaping to saving energy.

Examples

Following are some examples of successful programs conducted by the energy associates:

- In Fairfield County, Energy Associate Lynn Dobieski sparked the presentation of a Youth For A Brighter Tomorrow (YFABT) energy conservation program to 1,700 Boy Scouts at 13 meetings. A reward patch was given to the Scouts based on different levels of their accomplishments. The YFABT program has also been given to 6,000 pupils in grade schools throughout the county. Currently, the YFABT project is being conducted jointly by energy associates and 4-H agents for 4-H members across the state.

- CES conducted projects in New Haven and Hartford to encourage landlords and tenants to conserve energy. In New Haven, CES Community Home Economist Luberta Sims and Energy Associate Bruce Wilbur presented programs to these groups. Officials of the Home Maintenance Corporation, Regional Rehabilitation Institute,

Lorraine Scotto, energy associate for Middlesex County in Connecticut, points to cellulose as one of several types of effective insulating materials for the home.

and the Low Income Planning Agency cooperated with them. Selected community participants volunteered to make energy improvements in their homes. A part-time architect provided technical assistance to the participants.

• In Hartford, Urban Energy Associate John Ruckes worked with CES Home Economist Rhea Lawton in two neighborhoods. This project was carried out through the cooperation of the South Arsenal Neighborhood Development. Energy information was provided to maintenance personnel and management in an 11-building apartment complex. Volunteers were trained to extend the information to tenants. Energy information services also have been provided to residents of 1,200 dwellings in the Blue Hills neighborhood.

Billboards

• Last summer and fall, OPM posted 100 billboards throughout the state carrying a blue and white poster of a snow-covered house with the message: "Brrr . . . Winterize Now." At the bottom a hotline telephone number was listed where people could call the local energy associate for further information.

• The energy associates, in cooperation with officials of the state's Energy Division, built a 24-by 6-foot display showing where measures could be adopted to save energy in a kitchen, bathroom, living room, and basement. More than 58,000 viewed the exhibit at the 1979 Hartford Home Show and about half of them signed up for advertised publications.

• CES has distributed a 16-page reprint giving energy information tips to both landlords and tenants. This was first printed in "Street Talk," a magazine published by the Regional Rehabilitation Institute with a circulation of 50,000.

• The energy associates publish a quarterly newsletter titled "Energy Update," with a distribution of 20,000 copies to state residents. It contains articles on current events, seasonal energy uses, and new developments such as solar energy, and tax credits for making energy conservation improvements.

There is a different back page for each of Connecticut's eight counties pertaining to local programs and services, including the name and telephone number of the energy associate(s). This is the biggest press run of any Extension newsletter in Connecticut. Catherine MacDuff, energy associate for Tolland County, serves as editor.

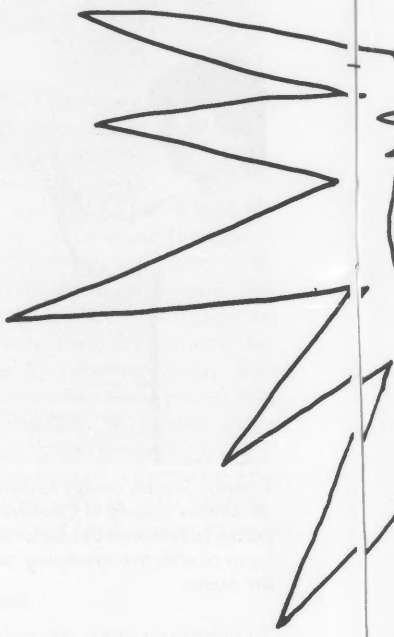
Lorraine Scotto shows where to caulk around the window to save energy at home. Behind her are shown other types of insulating materials used when insulating your home.

• On the agricultural level, CES regional horticulturists, in cooperation with Byron Lyon, CES energy engineer, have conducted five workshops for greenhouse operators. Discussions were held to explain to growers what energy-saving methods could be used, what they would cost, and what savings might occur. Estimates reveal a potential saving of almost 5 million gallons of fuel oil per year for greenhouse operators and managers who install energy saving practices in their businesses.

In commenting on the work of the Energy Extension Service, Connecticut's Governor Ella Grasso said, "This wide-ranging program will help the citizens of Connecticut reduce their dependence on costly fuel oil and will help them meet the energy challenges that face all of us."□

Turning On People Power

by James W. Gooch
Director, Program Information
University of Wisconsin-Extension



It's called turning on "people power." Using what staffers feel is a unique approach, Extension's Environmental Resources Unit (ERU) is creating an educational model involving young people and their families.

ERU was awarded a grant from the Wisconsin Energy Extension Service (WEES) to advance energy programming and curriculum for youth and family Extension programs within the North Central Region.

A 10-person Wisconsin energy education design committee, including state and county youth faculty and energy specialists, outlined a framework for developing state energy programs and staff training workshops.

During a spring workshop, Extension faculty from Wisconsin, Michigan, Iowa, Nebraska, and Minnesota swapped ideas and materials used successfully in their states to tell young people about energy conservation. Observers from Kansas, Illinois, and Indiana also took part.

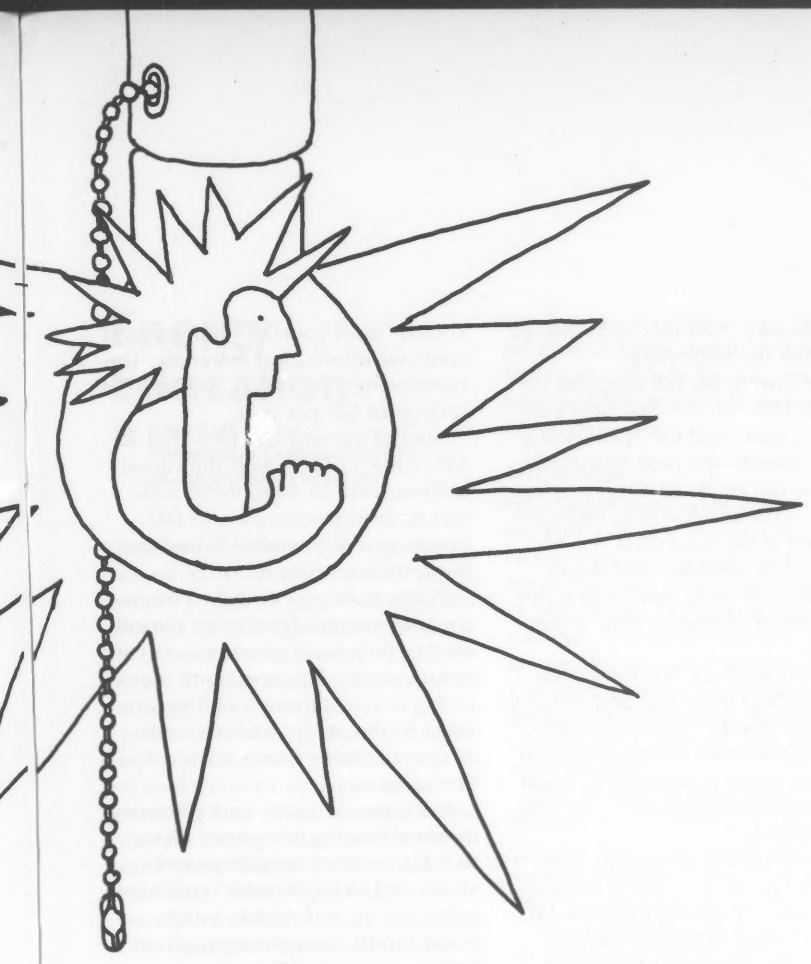
Energy Workshop

Workshop participants chose the home energy investigations model for use in a 6-month pilot project. Home energy investigations are designed to help 9- to 12-year-olds and their families explore ways that they now use energy and methods for better management.

Each investigation relies on the home, and family members are resources for learning. Housing, clothing, food, transportation, and leisure are major areas of family energy use and can be opportunities for learning about conservation.

A few examples of home energy investigations and related areas are: stoking the human furnace (buying groceries and preparing meals); housewarming party (putting up storm windows or insulated drapes); horsepower or footpower (travelling to work or school); and kill a watt (choosing and using appliances).

"Parents and leaders play an essential role in helping youth learn," explains Susan Thomas, ERU program coordinator. "Learning about



energy with youngsters provides a natural opportunity for adults and youth to learn together about one another and the world they share.

"And people power is a source of energy we must tap if we are to find creative and practical ways of meeting the worldwide energy crisis," notes Thomas.

The 4-H Design Committee is developing additional materials and in September the combined energy education package will be introduced to youth and family eduction leaders in Manitowoc, Marinette and Milwaukee Counties.

Other Projects

Almost 60 other University of Wisconsin Extension energy projects are underway which relate to Wisconsin agriculture. Most are grouped under the following categories: general energy use; field operations; transportation; irrigation; livestock; dairy; poultry; crop drying; fertilizers/pesticides; processing; green house operation and housing.

A few examples are:

- Transporting agricultural produce accounts for 41 percent of Wisconsin's trucking. Agricultural produce haulers in seven southwestern counties are targeted to show that petroleum consumption can be cut by 10 percent annually.

To do so, an Energy Conservation in Agricultural Transportation & Food Distribution Project, in conjunction with the Energy Extension Service, offers personal counseling to farmers, transportation firms, small processors, feed mills and grain exchanges. More than 1,500 farmers and 110 firms are being contacted and demand for these services soon will expand statewide.

Average savings per vehicle is $1,250 per year. This is done by redesigning routes, eliminating empty back-hauls or partial loads, centralizing loading and storage locations, and improving equipment maintenance.

- The Department of Agricultural Engineering is preparing a "white paper" on gasohol production from ag products. "We're reviewing all existing literature, from an energy and dollar standpoint and putting

gasohol in perspective so people can say 'this is what we know about it.' Then, after this is completed, people can take it (gasohol) from there," explains department chairman Fred Buelow.

- On the grain front, agronomists and ag engineers have constructed a solar crop drying demonstration unit. This "compromise" unit—a mix of batch or flow drying plus solar energy—shows farmers the labor-saving advantages of shelled corn and reduces usage of purchased energy.

This type of drying involves a system where sunheated air is circulated through shelled corn by an electrically powered fan. The only purchased energy required is for operating the fan—much less energy than is needed for high-speed drying.

Helping Business

David Lulling is the owner and manager of a 210-seat restaurant in Madison. Lulling went to a UW-Extension energy conservation workshop for restaurants during January, 1978 to "get some handle on (my) energy bills."

Just that month, for example, Lulling's utility bills cost $1,350. Using what he learned at the workshop, Lulling cut his bill to $1,150 in February. And that $200 savings was just the beginning.

For March, his bill dropped below $1,000 "for the first time ever," Lulling says. And for April—still a chilly month—he paid only $938.

How did he do it? Simply by using no-cost and low-cost measures learned at the workshop. He recaulked all windows and doors, and shut off grills, fans, and other equipment whenever they weren't in use.

Lulling set back his thermostat. He switched from 150- and 200-watt lights to 30-watt "baby spotlights." He staggered the morning turn-on time for major appliances to avoid stiff demand charges from the utility company.

Having started his energy management program, Lulling requested on-site consulting from the Wisconsin Energy Extension Service (WEES). The consultant, an engineer from a Madison firm, wrote a detailed report identifying additional actions and investments required to reduce his energy usage further.

Lulling now has a report in hand constituting a blueprint for his energy strategy over the next few years. It will save him a lot of energy and money.

Conservation

This 'success story' is not atypical of hospitality industry owners/operators who have attended energy conservation workshops conducted by the UW-Extension Recreation Resources Center.

More than 650 hospitality businesses have been aided, with conservation measures resulting in a 10 to 20 percent energy use reduction. Many have reported a savings of $1,500 annually.

More than 600 households in Milwaukee's central city have received "do-it-yourself" training and some weatherization materials. The homeowners report an average fuel savings of $80 per year.

Special training was provided for 135 home auditors with the various utilities, and, to date, these auditors have inspected over 15,000 homes and followed with fuel saving recommendations.

Public buildings in eight Wisconsin communities have been remodeled to help local governments cut energy waste. Equipped with monitoring devices, these buildings are open to the public and are serving as energy conservation demonstration centers.

Messages on safety and efficiency in wood heating have been given to 1,455 persons attending workshops and to 98,700 who requested publications. Individuals using wood report savings ranging from $200 to well over $300 per year.

As a result of media interest and efforts of the UWEX Information office and county faculty, more than 1 million Wisconsin citizens are now regularly getting energy conservation messages through newspapers, radio and TV stations. The EES Information staff and state specialists also are assisting county Extension offices which function as the local energy information centers throughout the state.□

Energy Education

by Tony Burkholder
Information Coordinator/4-H
Michigan State University

Tomorrow's effective energy conservation lies in the hands of our youth. A special project being conducted by Michigan State University Cooperative Extension Service 4-H youth programs is geared toward enhancing that future.

The Youth Energy Project, begun last year, is aimed at 50,000 high school students in hopes of increasing their understanding of the current energy situation and their awareness of energy conservation methods. The program is also intended to reduce energy consumption by at least 5 percent in half these students' families.

Lowell Rothert, 4-H program leader, says that so far more than 33,000 high school youths have increased their energy awareness in the first phase of the effort. The program is being conducted by the MSU 4-H Youth Programs, and the MSU Science and Mathematics Teaching Center.

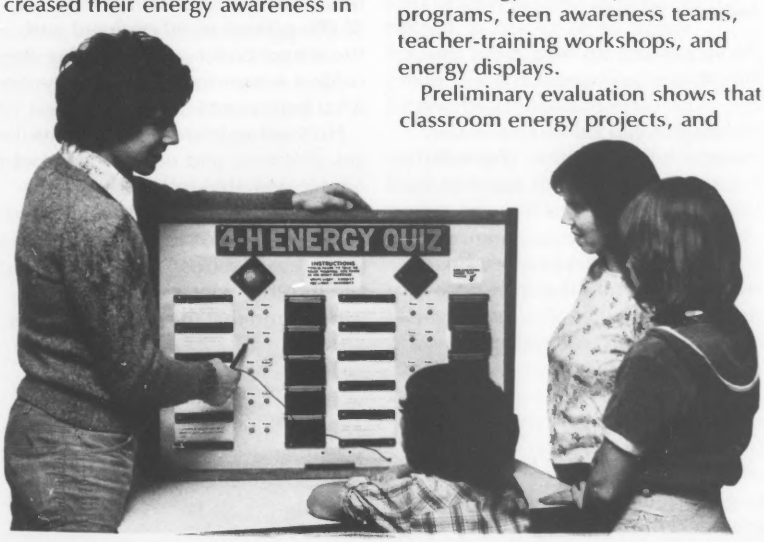
Target Areas

Four target areas were chosen for the pilot project. The first area includes Ingham, Jackson and Calhoun counties. The second consists of Muskegon, Oceana, and Kent counties. The third region is Marquette, Baraga, and Houghton counties; and the final area is Kalkaska, Grand Traverse, Antrim, Charlevoix, Crawford, and Roscommon counties.

The schools in these areas were divided into control and program groups. Regional coordinators used a multi-method approach in their energy education programs.

Several techniques were tested to determine which ones brought about the greatest positive changes in conservation attitudes and behaviors in the youths. Among these were energy assembly and theatre programs, teen awareness teams, teacher-training workshops, and energy displays.

Preliminary evaluation shows that classroom energy projects, and student participation in conserving energy in their homes are the most effective educational tools. Supportive materials include slide-tapes, brochures, an energy bike, a photovoltaic display that converts sunlight directly into electricity, a solar hot water exhibit, and an engine powered by fumes from burning charcoal.



Education

An evaluation of the program conducted by the Michigan Commerce Department Energy Administration's (MCDEA) Energy Extension Service indicated that conservation in public schools can make significant positive changes on energy attitudes of students and their families, according to Dr. William Stevens, MCDEA study coordinator.

Further analysis indicates that energy dollars saved by the students are greater than the cost of providing the instruction, Stevens says.

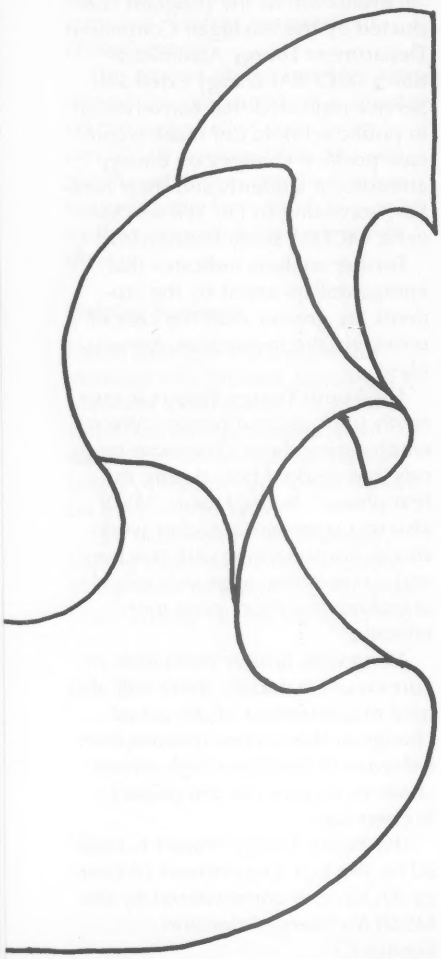
The Youth Energy Project is currently in its second phase. "We're emphasizing those classroom methods that worked best during the first phase," Rothert said. "We'll also test some new teacher workshops, consultations with teachers, and a committee approach aimed at making the effort even more effective."

Along with further evaluation of curriculum materials, there will also be a measurement of the actual change in the energy consumption behavior of Michigan high school students involved in the project, Rothert says.

The Youth Energy Project is funded by the U.S. Department of Energy (DOE). It is administered by the MCDEA's Energy Extension Service.□

Greenhouse Growers Save With Plastic

by Pat Williams
Assistant Energy Editor
Ohio State University-Extension



Acres and acres of plastic may be the best answer to spiralling fuel costs and problems of energy supply for Ohio greenhouses.

Growers who wrap their greenhouses with two air-inflated sheets of polyethylene can expect a 57-percent fuel savings, say researchers at the Ohio Agricultural Development and Research Center at Wooster.

For most people, turning out a neatly wrapped birthday present is a frustrating ordeal. Imagine then, trying to enclose a greenhouse 42 feet wide with plastic sheets—and out-of-doors.

But David Anderson, a greenhouse owner from Piqua, decided to give it a try.

"What really got me going," recalls Anderson, "was hearing Hugh Poole, Extension horticulturist, at a Cooperative Extension short course. He talked about double layers of plastic and what you can save with doing it—or go out of business."

Industry Threat

Poole was not joshing about the threat to Ohio's greenhouse industry—a precarious business at best. Although Ohio ranks first in the country for production of greenhouse tomatoes (1976) and fifth in florist products, escalating heating costs have forced some greenhouses to close and others to question whether they could stay in business.

Growers were warned of a gas shortage 5 years ago when supplies were cut back. Anderson moved fast to deal with the crisis by replacing gas-fired heaters with boilers, which could be switched either to gas or oil. He started storing oil in underground tanks.

"Two years ago," Anderson said, "they told us they were going to shut us down, and they actually turned off the heat in a big portion of the house. We had to cut prices and sold as many plants as we could. That really scared the socks off us."

Polyethylene

The next summer, Anderson began covering his glass greenhouses with two layers of polyethylene. A 4-inch fan blows air between the layers, keeping the plastic from rippling. It feels soft to a gentle push—like pressing a tired beach ball.

In addition, he converted his whole heating system to a fan jet. And in the summer of 1978 he squirreled away another 20,000 gallons of oil. At last, he told himself, his greenhouses were ready for whatever blows the weather and the fuel companies could administer.

So last winter there he was—his houses enveloped with plastic, 38,000 gallons of oil on hand and three new boilers—confronting the coldest winter in Ohio's history. So what happened?

He used only two-thirds of his gas allotment and not one drop of oil. He was able to run the greenhouses at 75 degrees, compared with the 45- to 55-degree temperatures that had been hard to maintain in other winters.

He found that the warmer houses

were more humid, so he didn't have to water as much as before. Although the plastic cut the sunlight by 18 to 20 percent, he could not see any reduction in plant quality.

"The mums were the best we've ever had," Anderson said.

Anderson is one of many Ohio growers who have chosen plastic as one of the most effective ways to reduce energy losses. He still keeps in touch with the Extension staff at Wooster and often demonstrates his energy-saving ways to visiting growers.

Bead Insulation

The greenhouse research and Extension team at Wooster doesn't have its needle stuck on plastic, however. In publications and workshops, they are also recommending improved cultural methods, better use of space, good boiler maintenance, a plastic seal process to stop air leakage, and thermal blankets.

And for the future, they are perfecting a system of pumping polystyrene beads—the kind that fill bean bag chairs—between the plastic layers. This system can slash winter losses by a whopping 90 percent.

The beads work in a fairly simple way. At night, two pressure blowers shift the beads from a storage bin through ductwork into the plastic cover, and supply replacement air to keep the plastic layers inflated.

In the morning the process is reversed, as the system sucks them out like a vacuum cleaner. In an experimental greenhouse 20 feet wide and 40 feet long, the process takes only 10 minutes to fill and 20 minutes to empty.

And the plastic-bead-plastic sandwich has other applications than saving energy. Flowers such as chrysanthemums and poinsettias that need short days to bloom may be quickly curtained from the light.

Feasibility

Scientists headed by Ted H. Short, agricultural engineer, have been running an experimental greenhouse using the beads for 3 years. But is such a system feasible for a large commercial greenhouse?

Wayne Roston from Ontario is convinced of its value. After hearing about the beads, Roston developed and installed his own transport system on two gutter-connected, plastic-covered flower houses. He is now developing a greenhouse designed specifically for the bead insulation.

"We've worked back and forth with Roston," said Short. "We have learned some things from him, and he has learned some things from us."

The Greenhouse Energy Conservation project is one of three Ohio Department of Energy-supported programs at Wooster.

Corn Drying

Another is conserving energy in corn drying—a process requiring 20 to 30 percent of the total energy of corn production.

Research shows that Ohio farmers can save as much as one-third of the energy required for drying, by choosing high-yielding corn hybrids matched to expected weather conditions in their area.

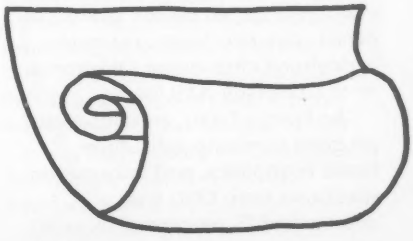
Money is one reason for growing drier corn. Fuel savings is another. Donald J. Eckert, Extension professor in agronomy, teaches that harvesting drier corn does not mean losses in yields. Bill Schnug and Ted Glenn, Extension and research agricultural engineers, show how to dry this "already dry corn" down to safe storage levels more efficiently. This approach to growing and drying corn is cutting cost and saving fuel.

Underway

In another project, studies are underway to explore alternative energy heating of dairy process water.

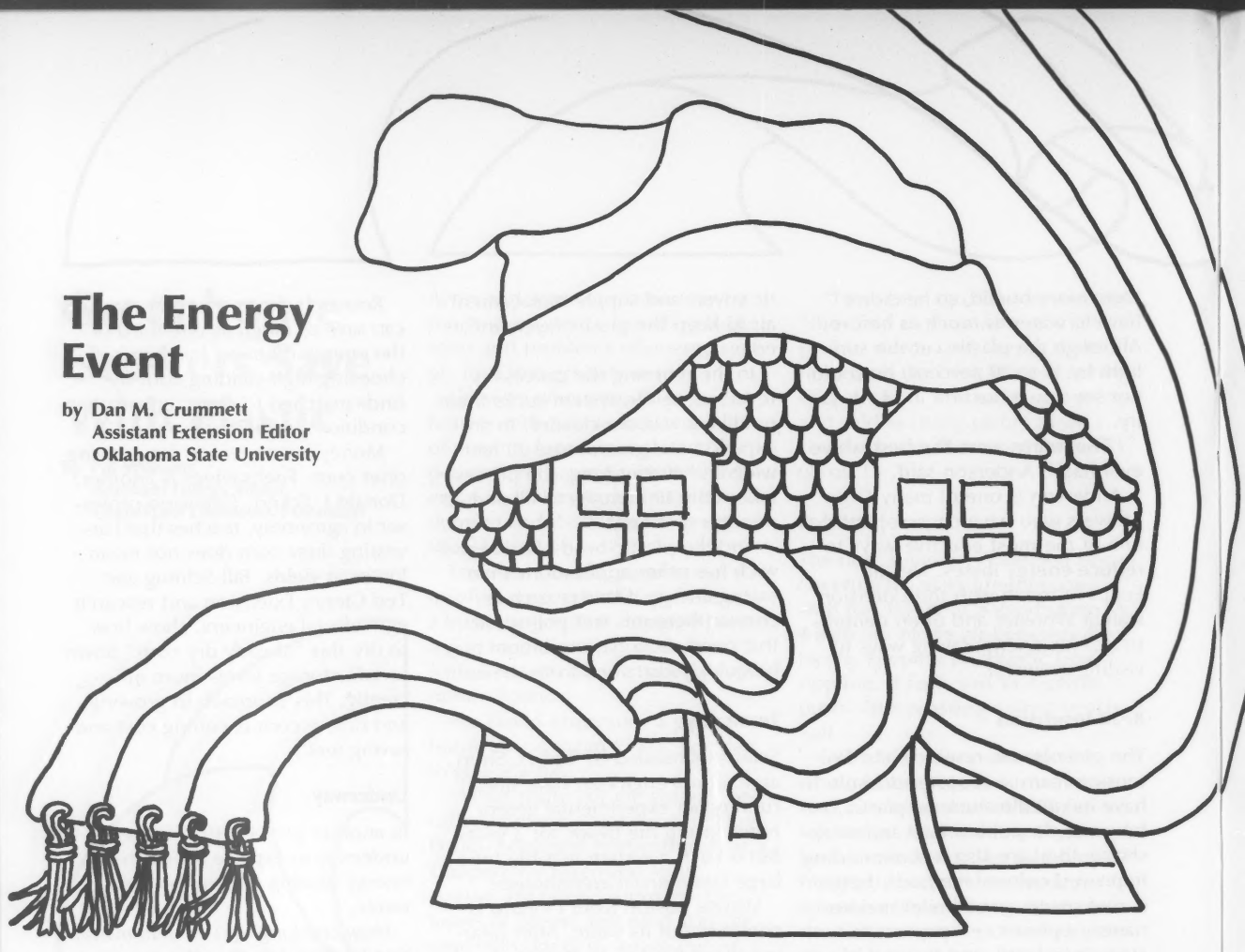
Now cranking up is a demonstration to show whether the sun can provide an economical heat source for livestock structures.

Ten producer-cooperators have been chosen from many farmers anxious to try solar heating. They include six swine, two dairy and two poultry operators. The USDA/Department of Energy (DOE)/funded project will try out a variety of solar units and types of buildings to discover whether using solar energy is technically possible and worth the cost.□



The Energy Event

by Dan M. Crummett
Assistant Extension Editor
Oklahoma State University



Cutting back 5 percent in energy consumption may not seem very impressive at first, but when that 5 percent represents the equivalent of enough diesel fuel to fill the tanks of 730,000 average tractor-trailer rigs, it takes on a new significance.

That 5 percent figure—the amount of energy estimated to be saved on rural Oklahoma homes and farms by 1980 because of the Energy Event—represents the equivalent of 146 million gallons of diesel, says Ken Jones, extension agricultural engineer at Oklahoma State University (OSU).

The Energy Event, an educational program involving agriculture, home economics, and information specialists from OSU has approached 75 percent of its goal according to Jones and Sue Williams, Extension home economist.

A Unified Program

Fueled by various grants from the Oklahoma Department of Energy and sparked by the lack of a unified program in energy education, Jones and Williams set out, with OSU's Agricultural Information Services Department, to create a coordinated, three-pronged program supported by the expertise of Extension specialists.

"We realized we needed a unified program for Cooperative Extension, otherwise we would continue paralleling effort and wasting resources," Williams said. "The people in the counties wanted something uniform, so we decided a common logo for all energy-related factsheets and brochures was needed," she added.

Now, all energy information produced by OSU Cooperative Extension bears the massive "E" and the "Energy Event" title.

Brochures

Under the title comes a number of factsheets on Home, Agricultural, and Family uses of energy.

Those brochures dealing with the technical aspects of energy conservation in the home detail heating and cooling requirements across Oklahoma, the relative merits of different types of insulation, and ways to prevent air infiltration.

Also, various ways of saving energy in cooking methods, appliance selection, and behavioral aspects,

such as personal energy-use habits and routines, are covered in the free material. In addition, energy use on the farm is stressed in material dealing with tillage and irrigation.

When the Energy Event was introduced to the public in the spring of 1978, one brochure included a home energy evaluation scale which allowed homeowners to check the energy efficiency of their own home, Jones said. "In this way they could see where they were losing heating and cooling dollars and could contact us for further information on how to make their dwellings more energy efficient."

Those colorful pamphlets were originally distributed solely by Extension, but Jones said tremendous help came from energy cooperatives, construction firms, contractors and others involved in energy-related businesses.

Media Messages

The Agricultural Information staff produced three slide-tape sets to visually take the conservation message to Oklahomans. "Reducing Home Heating and Cooling Costs," "Family Energy Management," and a youth-oriented production, "Conservation and You," were distributed to the state's five extension districts for support of county Energy Event programs.

The National 4-H Council selected the youth tape for use nationwide in energy education settings, Jones said. "We plan to make two more visuals concerning tillage and irrigation practices," he added. After county Extension agents became familiar with the energy event program, the public was informed of the program through newspapers and radio and television coverage.

"News releases were distributed to all daily and weekly newspapers in the state announcing the energy program and giving Oklahomans energy-saving tips," Jones said. "The response has been excellent!"

Also, he said, the state's 125 radio stations received similar information on pre-recorded tapes while public service announcements were prepared in 10- and 30-second lengths for all state television outlets.

That's when the time-consuming, long days of travel and taping began for Jones and Williams.

In that first year, the pair taped a total of 19 television talk shows, ranging from 3 minutes to 30 minutes, for use on Oklahoma's commercial and educational television channels. Estimating their audience through television station statistics, the specialists say more than 400,000 homes were reached through the talk shows, including 32,000 farm homes.

Goal Surpassed

Using those figures, newspaper ciruclation statistics, and a method of accountability approved by the state Energy Department, OSU Cooperative Extension has estimated the energy savings effected from the Energy Event will surpass the original goal of 5 percent savings by 1980—and all for a price tag of about $150,000, not including the input from Extension.

To arrive at the savings figure representing the 146 million gallons of diesel fuel, Jones says one must remember all forms of energy—gasoline, nuclear, and natural gas produced electricity, wood heat, etc.—have been combined in the comparison. Some fuels, such as gasoline, have a much higher energy content than others, such as wood. The estimates are based on British thermal units, or therms, and the savings has been stated in the equivalent amount of diesel fuel in therms.

"E's" Future

What about the future of the Energy Event? Jones and Williams say renewed funding of the program this year calls for similar but continued work, plus the addition of a computer program to allow Oklahomans to plug in their homes' energy saving equipment, the type of fuel they use, and family habits, to arrive at an audit of where their energy dollars are going. Someday the program will allow participants to use the OSU computer to determine what they can spend to save energy, where their dollars will be most effective, and how long it will take for energy-saving equipment to pay for itself on their home in typical weather.

Both Jones and Williams agree the program has been successful because of the cooperation between disciplines within the university, and the fact people are vitally interested in energy and its economics. The quality of the material produced, however, is high on their list of credits. "In a program like this, where everyone is publishing material on energy, we felt if it was high quality and attractive, then people would respond," Jones explained.

And, people are responding.□

Master Conservers Care

by Steve Denner
Energy Extension Agent
Washington State University

"Demystifying" home energy conservation is what the Washington Energy Extension Service is all about. In cooperation with the Washington State Cooperative Extension Service, the Energy Extension Service is providing residents in the Seattle area with information about home weatherization, recycling, and alternative fuels like wood and solar.

One particularly successful energy conservation program, according to Steven Denner, Energy Extension agent, is the Master Conserver course. Modeled after two other Cooperative Extension Service courses, the Master Gardener and the Master Canner, this course is offered free in exchange for a 30-hour commitment by graduates to teach their neighbors the energy-saving techniques they have learned, says Denner.

Course Topics

During the intensive 8-week course, Master Conservers learn how to insulate their homes, build storm doors, weatherstrip and caulk around windows and doors, and the efficient operation and maintenance of home heating systems.

Other topics covered include lighting, solar systems, hot water heating, wood stove installation and safety, how to finance weatherization plans, and consumer protection.

Two classes have already been held in the Seattle area since last May, and another is scheduled for March. Over 100 people have graduated and are currently active Master Conservers. They have volunteered 1,500 hours to help other people conserve energy in their homes, too.

The course is taught on eight consecutive Saturdays, with a maximum of 60 people per class, at a local community college. Altogether, participants receive 40 hours of training. Instructors are from nearby universities and utility companies.

Energy Specialists

According to Denner, getting a group of people together with a range of technical and practical experience has been an important part of the program. "We enroll housewives, retired people, engineers, and students— and they graduate as energy specialists." The course is equally valuable for people who own their own home, rent, or want to know about how to buy an energy-efficient home.

"The program gives people a chance to put their concern about energy conservation to work. This is not a band-aid volunteer program. Volunteers can be satisfied that the personal service they provide will have an impact on the total amount of energy people use," says Denner.

"Our follow-ups show that residents have taken a considerable number of energy-saving actions on the recommendation of Master Conservers," adds Denner. The most common are caulking, weatherstripping, installing attic insulation, and hot water conservation.

The Master Conserver program is sponsored by the Washington Energy Extension Service, Washington State University, the Washington State Energy Office and the U.S. Department of Energy.□

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extension review

RURAL HEALTH CARE

A National Nutrition Policy*

Dr. D. Mark Hegsted, Administrator
Human Nutrition Center, SEA

Moderation is the key to a viable nutrition policy, which will provide the American people with an optimal diet for health. The nutrition policy of this country—is, and always will be, to provide a nutritionally adequate diet to everyone or, at least, to make an adequate, nutritious food supply accessible to everyone. . . .

Responsibility. A characteristic feature of nutrition is that it is not possible to organize it or discuss it in a very logical fashion. Nutrition is practically everybody's business, and almost every human activity impinges on it. The food and agricultural industries have a major responsibility to provide a nutritious food supply to the population served, but it must be abundantly clear that we are concerned with a complex system that does much more than provide for nutrient needs. . . .

Change. The major change that will occur in nutrition policy is increased emphasis toward moderation of American dietary patterns and limitation of intake of various foods and food constituents. Shifting our emphasis toward more concern about over-consumption of certain foods or food constituents certainly does not mean less concern about adequate intake of essential nutrients. . . .

Balance. Everyone must understand, that excessive consumption of anything is certainly undesirable. It is not fair to the consumer for every group to tout the nutritional advantages of each and every product—however trivial—and ignore their disadvantages. A more balanced presentation is required—certainly in nutrition education efforts, and probably in labeling, advertising, and promotion. . . .

Application. The issue is not natural vs. processed foods. The issue is: How to apply the best nutritional knowledge. Nutrition education is not nearly as effective as many of us would like it to be. Yet, in the long run, one does expect nutritional advice to modify food patterns. The challenge to the food industry is to produce products with the kinds of nutritional properties that are desirable and which also combine other characteristics of flavor, consistency, convenience, and price that do make them acceptable. . . .

Guidelines. New dietary guidelines will be developed. These will increasingly stress some limitation of consumption of factors or materials known to create, or suspected of creating, undesirable effects. As in the development of the Recommended Daily Allowances (RDAS), the actual levels specified will be based on judgment and gradually change. . . .

Opportunity. It is unfortunate that the development of new dietary guidelines which modify past practices—particularly when combined with great public interest—results in a period of confusion and debate. These arguments—often more a matter of quantification than of principle—diminish confidence in the scientific community. We, in the nutrition community, now have greater opportunities to modify food and agricultural practices than we ever have had, but we are in danger of losing that opportunity unless we subdue or resolve some of these arguments. . . .

Leadership. We have not only the opportunity, but the responsibility to play a primary role in the development of new policy and guidelines. There are others, however, who would gladly assume a primary role, and we will forfeit the opportunity unless we demonstrate a clear, positive, and progressive leadership.

*Excerpts from Dr. D. Mark Hegsted's article published in the May, 1979 issue of the *Journal of The American Dietetic Association.*

contents

extension review

Vol. 50, No. 4
Fall 1979

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The *Extension Review*, quarterly publication of the Science and Education Administration, is for Extension educators in county, state and USDA agencies. The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of the Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1979. The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at $2.25 per copy or by subscription at $8.25 a year, domestic, and $9.35 foreign. Send manuscript inquiries to: The Editor, SEA Information Staff, Room 3137-S, USDA, Washington, D.C. 20250, Telephone: (202) 447-6133.

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Rural Health Education Highlighted

by Stu Sutherland
SEA Public Information Officer
Washington, D.C.

People living in some rural areas of six states will directly benefit from new rural health education programs about to be launched by state-level Cooperative Extension Services.

The projects in Arkansas, Florida, Massachusetts, Montana, Nevada, and New Mexico were selected in a competition of proposed projects.

The delivery of health care to rural citizens is fast becoming increasingly complicated. There are many reasons, such as the distance between many of our rural communities; complicated medical technology that citizen-consumers find hard to grasp; and an uneven distribution of those who provide health care services.

"This expansion of health education activity, through six state Cooperative Extension Services, will be a positive demonstration of the potential effectiveness of both state and county Extension workers in the health education field," said Anson R. Bertrand, director of SEA.

"The Cooperative Extension Service," he noted, "working across the country through the land-grant universities and 3,150 county offices, has a long history of delivering educational materials to citizens to help meet their needs. The Extension method of 'helping people to help themselves' will now be applied to the problems of rural health in the new projects."

Arkansas

In Arkansas, the program will concentrate on reducing teenage pregnancy through education designed to be used in the network of 4-H clubs. Runyan Deere, state leader for health education at Little Rock, says that Arkansas has the highest per capita teenage pregnancy rate in the Nation. Working with advisory groups,

Credit: Administration on Aging—HEW

Credit: Administration on Aging—HEW

the Arkansas Cooperative Extension Service will develop a program and all needed materials to train selected county staffs, 4-H adult volunteer leaders, and 4-H teen leaders to work with parents and youth. A detailed plan will be developed to carry out the program in a pilot county during the first year. Next an evaluation will be done to revise the project and materials before it is expanded to other counties in the following 2 years.

Florida

Two counties in Florida (Glades and Hendry) have been designated as being medically underserved, according to co-project leaders Linda Moody, health education specialist, and Barbara Taylor, specialist in family environment in Gainesville. Three identified groups in the counties—Native Americans, migrant workers, and low-income residents—will be given health education services through Extension-trained paraprofessional health educators. Comprehensive health education programs will seek to reduce problems that include low immunization rates; unhealthy eating patterns; improper home sanitation practices; poor physical fitness levels; and dental problems in all age groups.

Massachusetts

Margaret Randall, the project director for the Massachusetts health education project in Amherst, reports that their programs will be developed to take scientific information from the University of Massachusetts School of Medicine and make it available to rural citizens. "Self-care" will be emphasized in staff training and in two initial pilot projects in volunteer counties.

The health needs in other counties will be assessed, and smaller scale programs will be developed to meet those needs. Surveys of active health agencies in participating counties will be conducted, with plans for county-developed directories of local and state health resources to be prepared for citizens. Television as a rural health education tool will receive considerably more emphasis as viewing centers become available across the state.

Montana

The great distances between population centers in Montana make health care delivery difficult, according to Martha Johnson, program coordinator for human resources in Bozeman. The Montana program will stress "wellness" and prevention of illness and injury, and will be designed to increase the awareness of the rural population (in 35 of the state's 56 counties) about health risk factors—related to the lifestyle and environment.

A specific health risk appraisal model will be adopted and used as a basis for health education training in the counties, and as a way to collect objective data from the expected 8,500 citizens who will be involved. That data can then be used to determine the current health status and educational needs of the citizens, and help local communities develop and conduct projects to meet their particular needs.

Nevada

Nevada also has great distances between health resources, says Barbara Gunn, health education and

human resource development specialist in Reno. Three counties are being targeted to develop new ways to increase the ability of citizens to care for their own needs, using three different approaches.

A network of home aid stations will provide Eureka County residents with emergency care and health information close to their homes and ranches. People in Lander County will have the opportunity to participate in a dynamic series of health information workshops offered at their places of employment. Lincoln County residents will have an opportunity to assess their own health care needs and to make those needs known to health providers who, of necessity, must often do their planning at locations far removed from the area to be served.

New Mexico

New Mexico has a large Native American and minority population, reports Steven E. Madsen, project leader and Extension specialist in Las Cruces. The New Mexico program will be centered around ways to document and analyze health risks, and then to design and implement group and individual risk reduction methods citizens can use. Also, a variety of health education services will be made available at the community level, and a statewide health information and referral system will be developed using Extension resources.

Funding

Each state will receive federal funding in the amount of $25,000 per year for up to 3 years, bringing the total federal commitment for this new initiative in rural health education to a figure close to $450,000.

Additional state, county, and local funds to match, or exceed, those provided by USDA and the Department of Health, Education and Welfare (HEW) will probably more than double funding for the overall programs.

The Cooperative Extension Service in USDA's Science and Education Administration (SEA-Extension) will fund four of the projects. The other two will be funded by HEW's Bureau of Health Education at the Center for Disease Control in Atlanta, Ga. They have worked with the State of Arkansas since 1974 to demonstrate the potential of state and county SEA-Extension activities in rural health.

The programs designed by the six states insure both community and personal involvement in better health care delivery to the citizens of rural America. Each project is based on the premise that to insure adequate health care in rural areas the health delivery system—which includes hospitals, doctors, public health nurses and others—must be supplemented by active citizen involvement.

Interagency Cooperation

The projects will complement the rural health initiative programs of the Bureau of Community Health Services of HEW, and SEA-Extension will also work closely with the six state health departments.

The various projects are also de-

signed to directly involve advisory bodies with representatives from the health-related organizations; from the state land-grant universities; and from citizens of different age levels who represent the "consumers" who benefit from the new program.

With each state project having a slightly different approach, each can be evaluated on its own merits in about 3 years. Other states can then base future health-related projects on the successes of these pilot efforts, and avoid pitfalls if parts of programs do not work out as expected.

Bertrand also said, "We are indeed pleased to be working closely, through an interagency cooperative agreement, with the Bureau of Health Education in Atlanta. This will encourage cooperation at the state and local levels between SEA-Extension and official and voluntary health agencies. We look forward to a highly successful health education program that will benefit rural adults and youth within the scope of the initial six-state program areas."

Objectives

He also noted that each of the six projects will strive to meet five overall objectives:

- to increase the awareness of the rural population about health problems in their communities;
- to develop new SEA-Extension relationships with health resources throughout the state so they can become more readily available to citizens;
- to develop materials about health and education programs on the land-grant university campus to be used to meet rural needs;
- to help local communities, through county Extension offices, develop programs and projects to meet locally recognized needs; and
- to help communities maximize the use of local resource people such as doctors, nurses, teachers, coaches and others, through training programs and local consultation.□

Alcoholism—Developing Community Awareness

by **Richard A. Kalus**
Regional Program Director
University of Illinois

and **Arvena Pearson**
LaSalle County Extension Adviser
Ottawa, Illinois

Alcoholism is one of America's most serious health problems. Nationally, about 7 out of 10 adults drink alcoholic beverages. Of these, about 1 out of 12 is an alcoholic.

LaSalle County, Illinois, has a population exceeding 111,000 people. The director of the Alcoholism Council there estimates that the number of hard-core alcoholics is from 10 to 12 percent of the population. Although there are more than 11,000 chronic alcoholics in LaSalle County, treatment facilities can accommodate only 400 to 450 at any time.

With heavy demands upon crisis intervention personnel from social and mental health agencies, these professionals often have neither time nor staff to organize a comprehensive alcoholism awareness program. Through cooperation with county social, industrial, medical, educational, and civic groups, the University of Illinois has a continuing education program dealing with alcoholism.

Objectives

Alcoholism is viewed as a chronic illness—both preventable and treatable. LaSalle County needed a greater public awareness and new understanding of the many family, work, health, and social problems caused by compulsive drinking. The program also acted as a catalyst for other agencies to improve their continuing education activities, and to better inform people of available county services.

Representatives from the LaSalle County Cooperative Extension Service, the Office of the Associate Vice President for Public Service at the University of Illinois, the LaSalle County Council on Alcoholism and Drug Dependence, Mendota Community Hospital Comprehensive Alcoholism Care Unit, Illinois Valley Community College, Illinois Valley Industrial Association, and the LaSalle Educational Service Regional Office formed the planning committee and sponsored the program.

Planning

To gain a comprehensive profile of the county, needs assessment studies, interviews, and professional appraisals were conducted. Using this data, the committee planned a community-action model.

Located about 80 miles southwest of Chicago, LaSalle is the second largest county in the state. Traditionally, 80 percent of the area was farmed with corn and soybeans, but the increase in the number of companies building plants near the new Interstate highway has greatly changed the employment scene. The most popular social places are now taverns, and restaurants with bars.

Extension Involvement

Besides presentations before clubs and organizations, health professionals taught special classes about alcoholism to 70 volunteers from the LaSalle County Cooperative Extension Service. These Extension volunteers in turn met with others to increase the number of people actively involved with the program, teaching them about the problems associated with alcoholism.

Gaining media support was essential to the program's success. Com-

mittee members met with newspaper editors and radio show hosts to secure their backing.

Because of its daily community involvement, the LaSalle County Extension office coordinated publicity activities. Brochures were distributed to civic and cultural groups, companies, health and social agencies, schools, churches, and local governments. Particular attention was given to mailing lists, when available, from agencies dealing directly with alcoholics and their families.

Special Program

"No Joy In Drinking: Alcoholism in LaSalle County" was a 90-minute free, public meeting scheduled at a local school auditorium. An academy award-winning actress who is a recovering alcoholic and an active spokesperson in the field of alcoholic rehabilitation was keynote speaker. Representatives from the Alcoholism Council, Mendota Hospital, local industry, Alcoholics Anonymous, and Alanon gave short presentations about the community and family problems involved and treatments available.

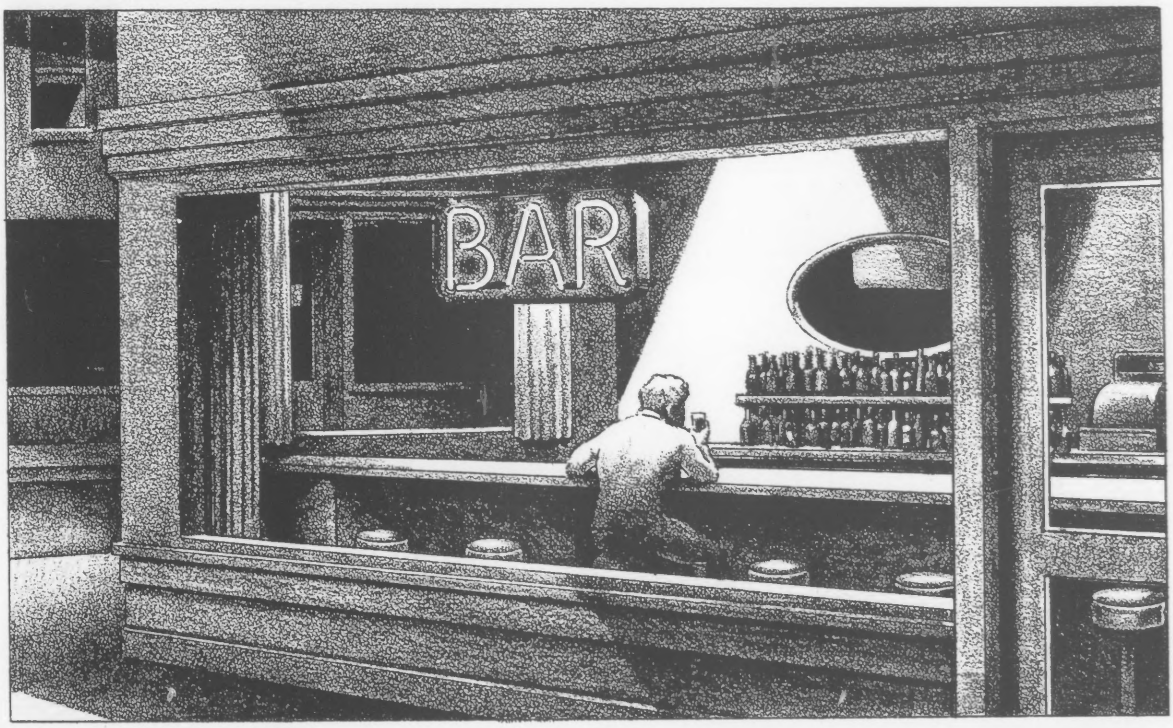
The major theme was the necessity of changing the alcoholic's attitude. Each speaker offered some personal insights in the problem, with audience participation in a question-answer session. More than 650 people attended.

Evaluation and Results

Evaluation of the program was important. We designed a questionnaire to determine the success of the evening program in presenting the facts, to clarify some of the issues and their resolutions in the minds of the public, and to determine public response. In addition, we used opinionnaires and informal discussions to evaluate the extent of change in public attitudes. Using this data, sponsors began to plan further continuing education programs.

Our goal remains simple—when the alcoholic is ready for help, we hope that help will be available.

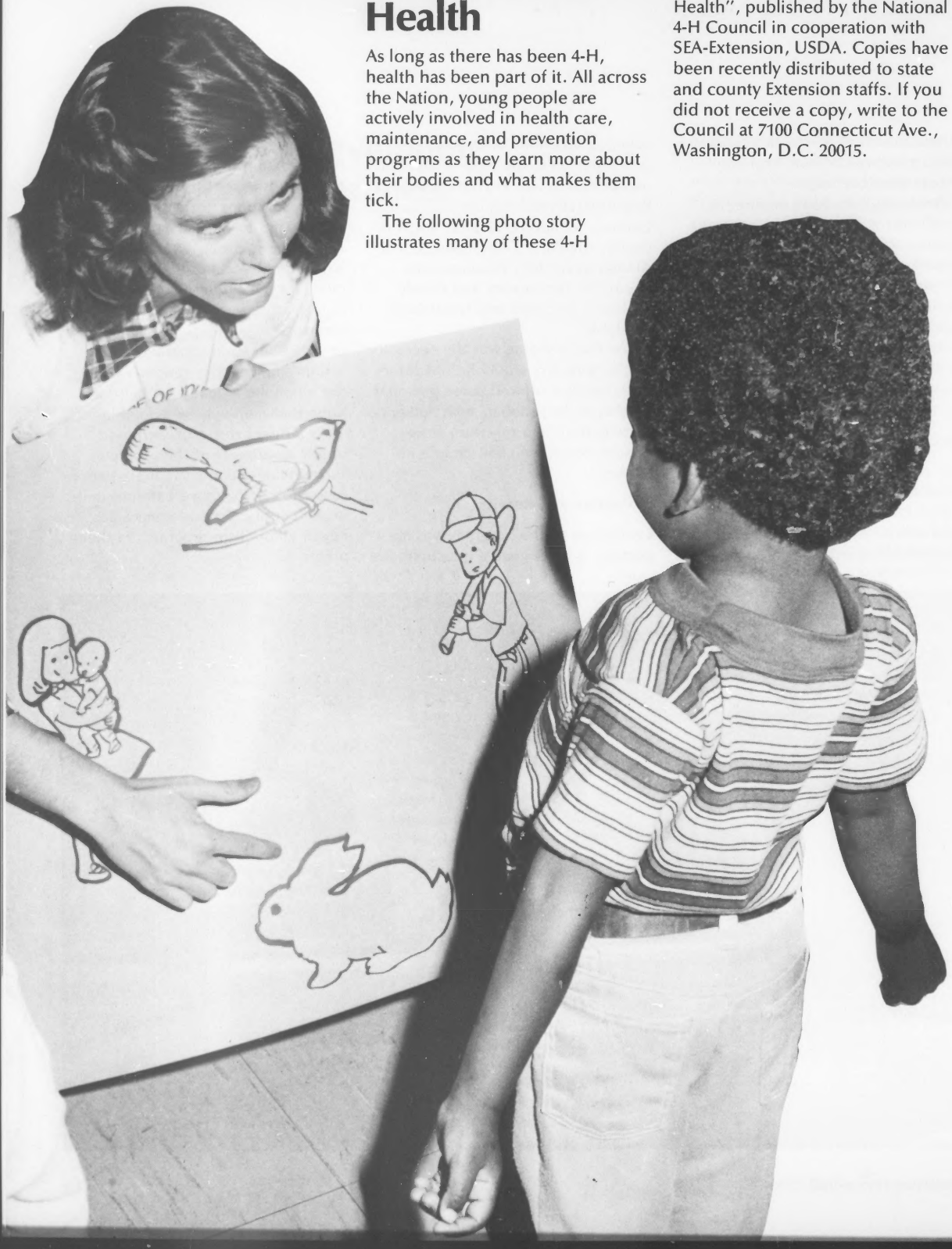
As a direct result of increased public awareness of the problems surrounding alcoholism, more people requested help from treatment units in the county. Several companies began alcoholism programs in their plants. □



4-H—To Your Health

As long as there has been 4-H, health has been part of it. All across the Nation, young people are actively involved in health care, maintenance, and prevention programs as they learn more about their bodies and what makes them tick.

The following photo story illustrates many of these 4-H programs. Additional information is available in the newsletter "To Your Health", published by the National 4-H Council in cooperation with SEA-Extension, USDA. Copies have been recently distributed to state and county Extension staffs. If you did not receive a copy, write to the Council at 7100 Connecticut Ave., Washington, D.C. 20015.

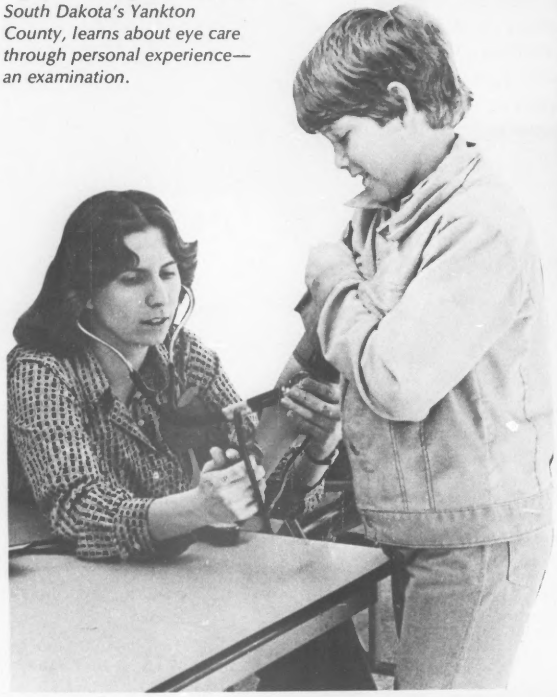


To save a life—the proper technique for administering Cardio-Pulmonary Resuscitation.

Above: 4-H members learn about heart attacks by operating a "Risko" terminal—a computerized game that analyzes a person's chances of having a fatal heart attack and suggests ways to minimize the risks.

Left and opposite: Eye care education projects were conducted by 4-H'ers in several states during 1978. In Mississippi, an optometric assistant talks to a child about the different types of eyes found in the world, while in Washington, 4-H'er Dina Washburn uses her puppets to communicate safe eye care practices to nursery and elementary school children.

Below: 4-H volunteers in Michigan's Washtenaw County held a Screening Fair to provide dental check-ups, physicals, blood tests, and vision and hearing tests for children. Right: 4-H'er Virginia Skow, from South Dakota's Yankton County, learns about eye care through personal experience—an examination.



Right: Florida 4-H'ers apply their recently learned bandaging techniques to mock-up accident victims at a survival skills camp.

Above: A Day at the Races? No—a day at Loudon County, Virginia's 4-H Riding for the Handicapped Program. Ricky Wrenn holds onto "Sprout" as mom holds onto Ricky. Barbara Hoebert (holding rein) and Beverly Burton, volunteer 4-H leaders, lend a hand.
Left: Volunteer 4-H leader Wendy Shugol (center) discusses saddles and horses with workshop participants from Texas and Vermont.

Consumerism at the Grassroots

by Evelyn A. Wunderlich
Humboldt County Extension Advisor
University of California

When members of the Humboldt Nutrition Council (HNC) first learned about proposed food labeling hearings scheduled in five cities across the country, they decided the voice of the people in Humboldt County should also be heard.

The hearings solicited individual consumer response as to what kind of information is desired on food labels.

Food labeling is an important national concern in which every person could comment if properly motivated. The HNC and University of California Cooperative Extension home economists felt an organized effort could offer county consumers an opportunity to express their comments and suggestions.

Humboldt County, often referred to as "Redwood Country," is on the north coast of California, somewhat isolated with a population of 106,000, and considered very rural compared to other sections of California.

The Humboldt Nutrition Council's membership includes dieticians, nutritionists, home economists, and other interested community members.

Mini-Hearing

Realizing that 275 miles to attend the closest hearing in San Francisco was too far for most people, the council decided to hold their own hearing. The idea developed when Stephanie Gray, consumer specialist with the Food and Drug Administration (FDA) in San Francisco, visited the council to discuss the proposed food labeling hearings.

The hearings were organized by FDA, USDA, and the Federal Trade Commission (FTC). Gray was very enthusiastic and supportive of the idea for a mini-hearing in Eureka. She arranged for two FDA officials to serve as officers at the local hearing.

Publicity

The local hearing was well publicized. The Humboldt County Cooperative Extension office prepared and printed a brochure sent to 1,200 people and organizations. Included was an address requesting written comments from those unable to attend.

A local hearing announcement was attached to small yellow posters already prepared by FDA, USDA, and FTC. News releases were sent to all local newspapers, radio and television stations.

A few days before the hearing, several HNC members appeared on a local prime-time, call-in television show to publicize the hearing and elicit consumer comments. The day before the hearing several other members were guests on a morning radio show.

The Big Day

The Council scheduled a press conference immediately before the hearing. Interviews of the hearing officers received extensive print and television coverage.

Held at the Humboldt County Cooperative Extension office in Eureka,

the hearing covered two time periods. Senior citizens dominated the afternoon session from 2-4:30. The majority had special dietary problems. A younger group attended the evening meeting from 7-9:30. Many were concerned parents interested in good nutrition for their children.

The hearing officers, Robert Lake from the U.S. Bureau of Foods, FDA, Washington, D.C., and James Nakada, FDA Assistant West Coast Regional Director, heard testimony from 60 local consumers. The people came from every area of the county to express their views directly to the government representatives.

"The most consistent vein of comments has centered around the amount of information contained on food labels. Most people think there isn't enough information printed on the label," said Lake. "There are other concerns, too. People don't want labels to be too complicated or to drive up the cost of the product. Some are afraid that too much information will reduce type sizes and make labels harder to read. On the whole, people just want to know what they are buying."

Consensus

The Humboldt County hearing indicated that consumers want complete ingredient labeling on all processed foods with print large enough to easily read. They want more complete nutrition labeling, especially concerning fat, sodium, and sugar.

Consumers want to know not only the total amount of fat and sugar, but the source, such as coconut oil or corn syrup.

Consumers reject the shotgun approach to labeling which as an example states "contains one or more of the following: coconut, soybean or palm oil," since there is a great deal of difference between the amount of saturated fat in coconut oil compared to soy oil. All consumers present wanted open dating on food products. Most agreed that a "pack" date on canned foods and "sell-by" date on more perishable foods would be helpful.

An HNC member representing a consumer-oriented grocery store suggested that symbols would be useful on food products. The audience and hearing officers were impressed with what he suggested: a tooth for high sugar food, a heart for high fat food, a salt shaker for high salt foods, a *P* for preservative and a rainbow for artificial color.

Both hearing sessions were taped. A council committee summarized the tapes for the official transcript, which was presented by one of the members at the Western Regional Hearing in San Francisco.

Success

The HNC representative reported that the San Francisco hearing was highly representative of industry and special interest consumer groups even though the objective was to get direct consumer input. The Eureka hearing probably more completely met the objective since, with the exception of the food Co-op, all of the people who testified were individual consumers. The FDA hearing officers commended the local hearing and the organizations promoting it.

The council encourages other nutrition councils, Extension home economists, and other community groups to consider organizing local hearings. Food labeling is only one important consumer issue that needs to be addressed at the grassroots level. There are many others yet to come. □

Getting Fleeced

by Greg Northcutt
Station Editor
Michigan State University

For many of us, wool is a bright, fashionable sweater, a finely-tailored suit, or a toasty warm pair of ski socks. But, for the 18 students who attended the 2-day sheep-shearing school at Montana State University this past winter, wool is completely different stuff.

It's stuck to the backs, bellies, and sides of squirming 150-pound ewes—and it all has to come off.

As the students quickly learned, that's often far easier said than done. First, you have to wrestle your unwilling, wooly subject into a sitting position. Then, bent over your work, you'll need one hand, two legs and a pair of knees to hold the ewe in place. Then, if all goes well, your other hand will still be able to reach the clippers and you can get down to business.

Shearing

Experts can zip through the task, producing a single, smoothly-clipped fleece in just 3 minutes. But, for most of these students, shearing their first ewe was at least a 15- to 20-minute struggle. Even then, the bewildered, scalped appearance of the freshly-shorn sheep left little doubt that eager but inexperienced hands had been at work.

Learning to shear like the pros—some of whom can clip sheep at the rate of 150 or more a day—is simply a matter of good instruction and practice. Lots of practice. Before the course was over, each student had sheared seven or eight ewes. Final results demonstrated a respectable degree of competence. Some students, in fact, were earning money with their newly acquired skills within a month or two after completing the school.

The school is sponsored by the Montana Wool Lab and the Montana Cooperative Extension Service. Jim Drummond, head of the Wool Lab, has been in charge of each class since the school began in 1964.

Lessons

"We concentrate on the basics of shearing," says Drummond. "Students learn standardized shearing procedures. Proper position is the key to good shearing. Students are taught not only the shearing strokes but when and how to move so that they, their ewe, and their equipment always end up in the right spot at the right time."

He feels the most difficult part of the course is learning how to hold a ewe. "It's harder for a short person to reach around and hold her than for a tall shearer. But then," he smiles, "a shorter shearer doesn't have to stoop as low, either."

Students offer different reasons for taking the course, which this year cost $15. Most attend to learn how to shear their own small flocks. Others, with their eyes on a little extra income, plan to shear their neighbors' sheep as well as their own.

A few of the more ambitious may even advance to a commercial shearing crew. During Montana's shearing season, which extends from February through June, many shearers earn $5,000 or more. But, since the going rate of payment is $.80 to $1.00 per fleece, such earnings represent literally thousands of sheep and hundreds of hours of back-straining labor.

A typical 10-pound fleece is currently worth around $11. However,

For the past 15 years The Montana Wool Lab and the Cooperative Extension Service have conducted a school to teach the basics of shearing sheep. And, although individual faces change from year to year, the expressions displayed by student and subject, alike, remain similar.

students are taught that value of the fleece depends in part on their skill with the wool clippers.

The smoother and closer they clip wool to the skin, the more valuable the fleece. That's because long wool fibers can be woven into higher quality worsted fabrics. Short wool fibers, on the other hand, are used to make less expensive woolen products such as blankets and knitting yarn.

But, Drummond points out, shearing does more than provide wool for the mills.

"Most ewes are sheared in the spring before lambing," he notes. "Without their bulky wool covering, more ewes will fit into protective lambing sheds. Also, a newly-shorn ewe is more likely to head for shelter in bad weather taking her lamb with her. Finally, shearing leaves a clean belly and udder which makes it easier for the lamb come mealtime."

Basics

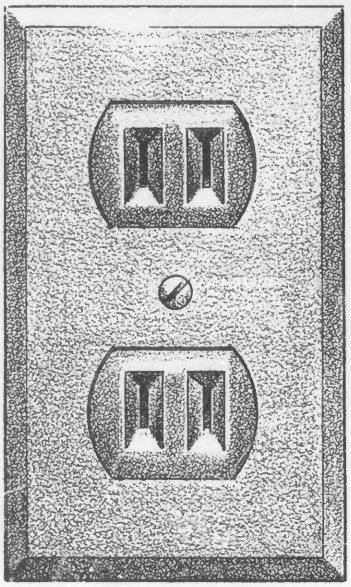
Students learn the basics firsthand from a professional shearer. This year's class was taught by Bill Denecke, a former graduate of the school who farms near Manhattan, Mont.

"In addition, a video tape recording of another professionl shearer offered instant, step-by-step replay of shearing techniques," Drummond adds. "Some students have since returned to review the tape for refresher training."

Next year Drummond hopes to add an advanced course to the sheep-shearing school. Plans call for the U.S. Champion sheep shearer, Charles Swaim, to teach the course. He represents a company which has provided equipment and professional instructors for the school in the past. □

Utilities— A Consumer Mystery

by Jane Scherer
CHEP Coordinator
Cooperative Extension Service
University of Illinois

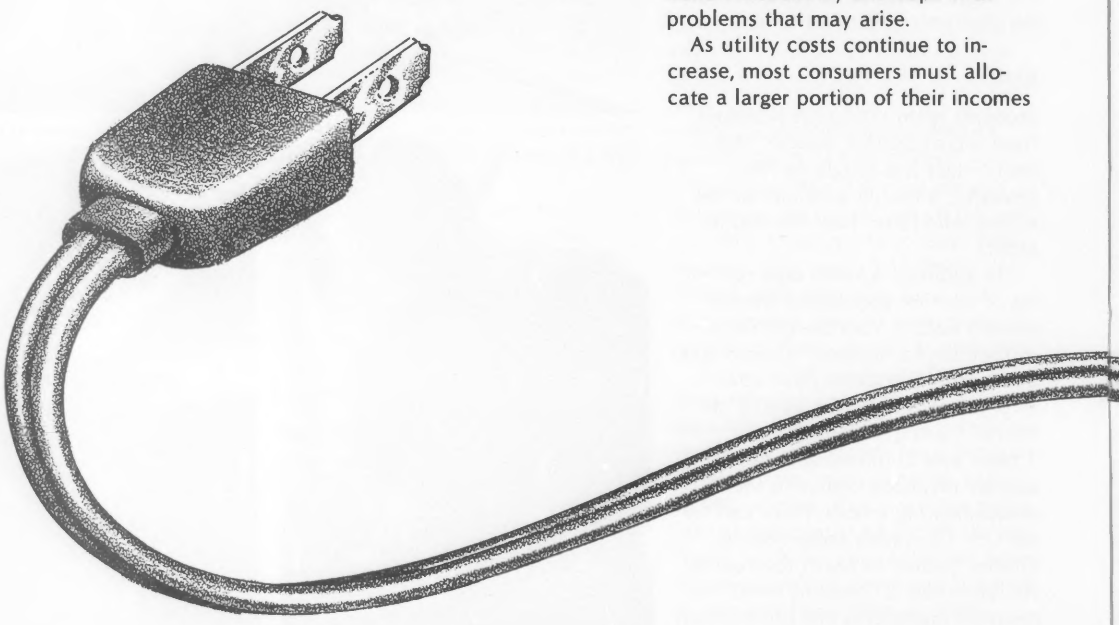


Why are utility costs increasing? How are rates determined? What happens to cash deposits? Where do consumers go for help to solve utility problems? Who regulates utilities?

These questions and many others continually surface as consumer concerns. To teach consumers the answers, the Illinois Cooperative Extension Service initiated an education program—"Be In The Know About Utilities."

The overall objective is to help low-income consumers understand and carry out their rights and responsibilities in dealing with utility companies. To accomplish this, consumers need information about utility company policies, rules and regulations, and the federal and state laws that govern utilities. This knowledge will enable them to manage their utility dollars effectively and cope with problems that may arise.

As utility costs continue to increase, most consumers must allocate a larger portion of their incomes



for maintaining these services. Lack of understanding and preparation for rising utility costs results in feelings of confusion, anger, and manipulation. To diminish dissatisfaction and increase consumer competency, a program was needed to teach people what their rights, resources, and responsibilities are as utility consumers. Such a program also needed to focus on an explanation of why the utility industry must be a profitmaking business, as well as a provider of public service.

CHEP Involvement

To reach the target audience, the program was designed for implementation through the Consumer and Homemaking Education Program (CHEP). Established in 1971, CHEP is carried out by the Illinois Cooperative Extension Service with funds from the Department of Adult, Vocational and Technical Education—Illinois Office of Education.

CHEP tailors its delivery and content to audience needs. Because low-income homemakers know their own problems best, CHEP hires and teaches low-income persons as paraprofessionals to teach other low-income homemakers through home visits.

Projecting the increased concern in residential utilities 2 years ago, Extension began to develop teaching materials and programs in cooperation with the Illinois Commerce Commission (ICC) to help better inform consumers.

Government agencies often seem unapproachable and remote to low-income customers. This is frequently true with regard to state and federal utility regulators. Thus it was important to inform consumers which agency was the regulator, its function, and what it could do for them. The best approach—involve the regulatory agency, the ICC, in the educational effort.

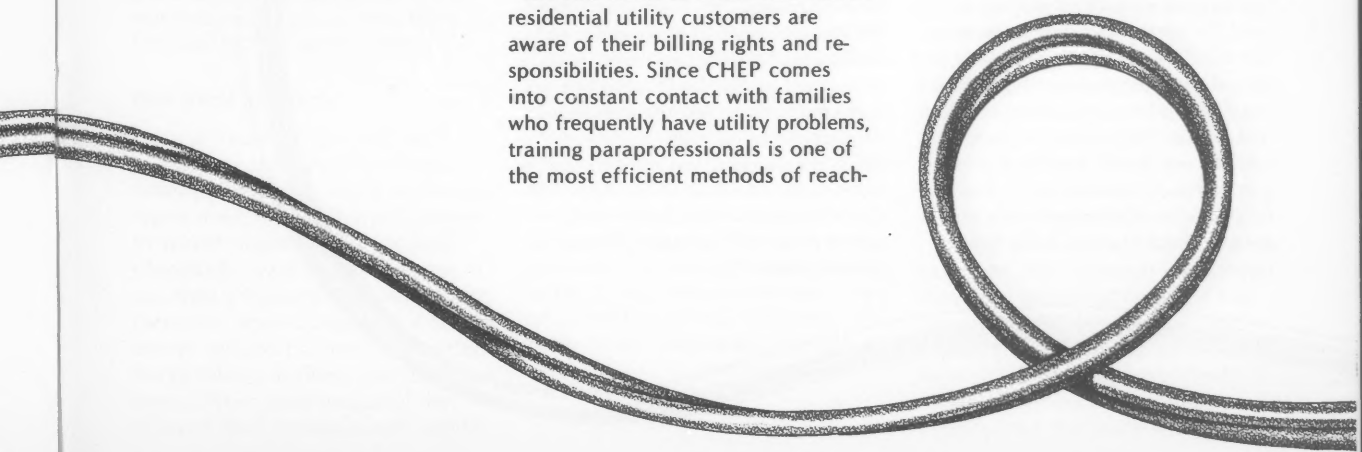
Regulatory agencies often have no mandate to provide educational services and do not have the funds to carry out such activity. They do have expertise that is needed and a desire to help others reach consumers with pertinent information.

As Thomas J. O'Brien, head of the Illinois Commerce Commission's Consumer Protection Office says, "The ICC wants to insure that Illinois residential utility customers are aware of their billing rights and responsibilities. Since CHEP comes into constant contact with families who frequently have utility problems, training paraprofessionals is one of the most efficient methods of reaching the people who need this information the most. The Cooperative Extension Service provides us with an organization and a network perfectly suited to teach low-income consumers we could not otherwise reach. It provides us with an opportunity to teach residential utility customers how to keep problems from becoming unmanageable as well as where to go for help and information."

Program Delivery

Extension conducted workshops jointly with the ICC in 1976 to learn what problems low-income families had in dealing with utility companies. Homemakers voiced concern about reading meters, checking bills, paying deposits, disconnecting service, increasing rates, using budget plans, estimating bills, late payment penalties, and many others. As a result, three teaching packets were developed and several workshops were conducted.

The first package kit, "Be In The



Know About Utilities," teaches homemakers how to check utility bills, read meters, and record readings. Another teaching kit, "Utilities and You," focuses on the importance of paying utility bills promptly and finding help for utility problems. The newest materials explain policies regarding cash deposits and application for termination of service.

A variety of materials have been developed, including pamphlets, teaching guides, worksheets, flip charts, coloring sheets, and puzzles for children.

Homemakers have been eager for this information and for the first time many are understanding what their role is as responsible utility consumers. One paraprofessional recently shared the following example. "My homemaker didn't pay her bills when they were due. I showed her how much she'd save each month if she paid her electricity and gas bill on time. We worked on a budget and she now is paying her bills on time and saving two to three dollars each month. That's a tremendous help."

Another paraprofessional related her success story. "One of my homemaker's utility bills was $121 when the company couldn't get out to read the meter and they estimated the bill. She called the company and they sent someone out to check to see if something was wrong. Nothing was wrong. They audited her bill and she got a new one for $57. She was so happy and so was I! The utility packet really helped. Now she always checks to see if the bill is right."

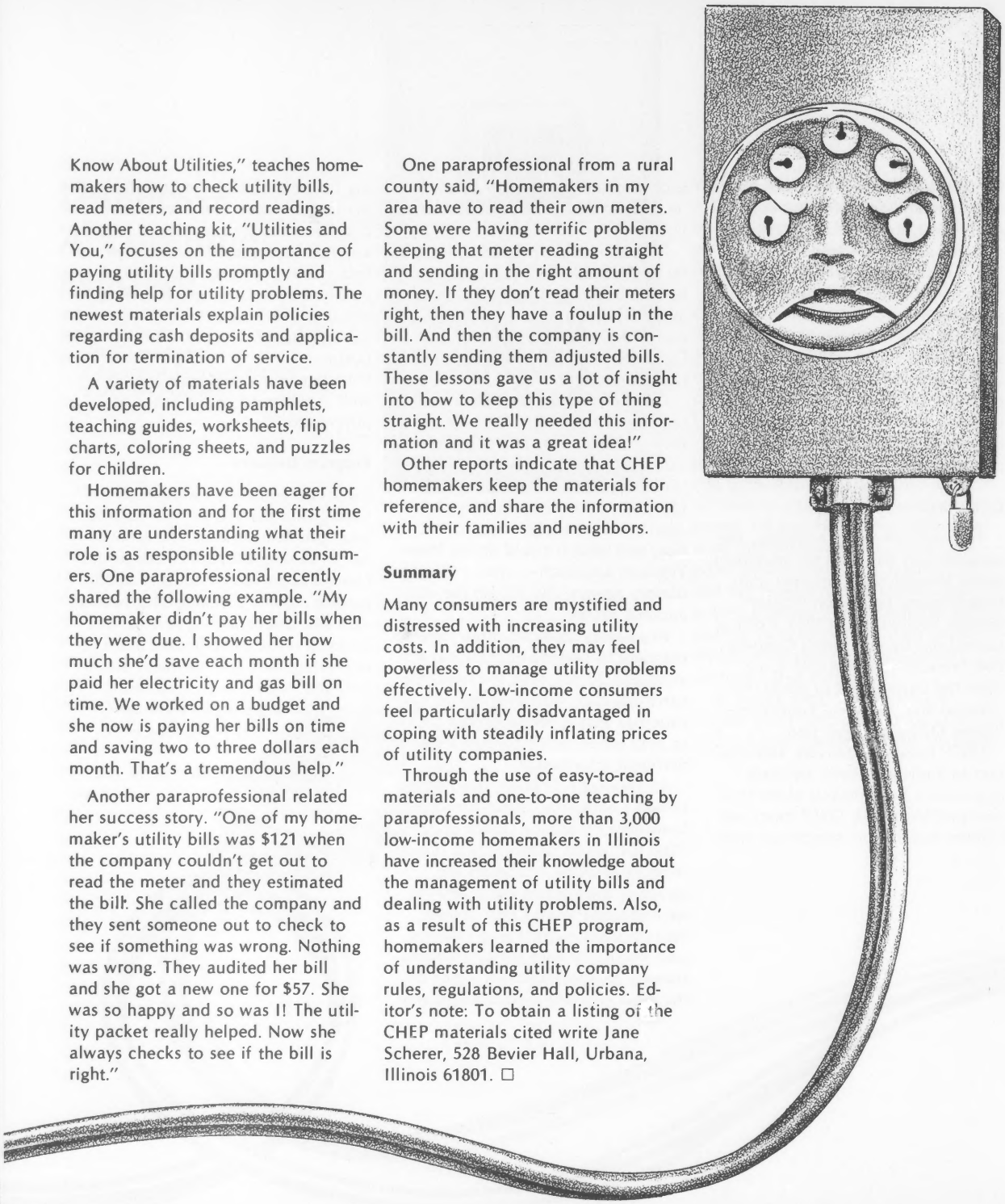
One paraprofessional from a rural county said, "Homemakers in my area have to read their own meters. Some were having terrific problems keeping that meter reading straight and sending in the right amount of money. If they don't read their meters right, then they have a foulup in the bill. And then the company is constantly sending them adjusted bills. These lessons gave us a lot of insight into how to keep this type of thing straight. We really needed this information and it was a great idea!"

Other reports indicate that CHEP homemakers keep the materials for reference, and share the information with their families and neighbors.

Summary

Many consumers are mystified and distressed with increasing utility costs. In addition, they may feel powerless to manage utility problems effectively. Low-income consumers feel particularly disadvantaged in coping with steadily inflating prices of utility companies.

Through the use of easy-to-read materials and one-to-one teaching by paraprofessionals, more than 3,000 low-income homemakers in Illinois have increased their knowledge about the management of utility bills and dealing with utility problems. Also, as a result of this CHEP program, homemakers learned the importance of understanding utility company rules, regulations, and policies. Editor's note: To obtain a listing of the CHEP materials cited write Jane Scherer, 528 Bevier Hall, Urbana, Illinois 61801. □



Formulating Small-Farm Fever

by **Gregory R. Passewitz**
Area Extension Agent

and **Barbara Moyer**
Geauga County HE Agent
Ohio State University

Moving into "unknown country" can be challenging, perhaps even frustrating.

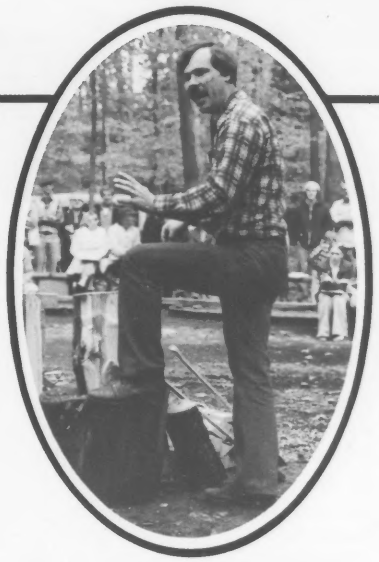
In northeastern Ohio, that unknown country is frequently only a county or township away, maybe just beyond the city limits when residents are seeking a better way of living. But those few miles can take them from the familiar to the unexpected.

"Bugs are eating the leaves of my tree—what can I do to kill them?" "My well water smells like rotten eggs—what's wrong?" "Can I raise three cows and two goats on my two-acre lot?" These are just a few examples of the increasing types of questions being asked County Extension staffs in northeast Ohio.

Many of these questions come from urban people who have recently moved into a rural setting. A majority are unfamiliar with the services provided by the local Extension Office. They call or drop in at the suggestion of a friend or from a referral by another agency. In either case, the questions increase and the challenge becomes clear. How does the county staff identify and work with these new rural taxpayers to help them find satisfaction in the country?

New Rural Residents

Geauga County, a growing rural community bordering Cuyahoga County (Cleveland, Ohio), is attempting to meet this challenge. Spurred by recent migration from greater Cleveland—over 10,000 residents in less than a 9-year period—the County Extension Home Economics Committee recognized the need to identify the problems of these new rural residents. Office calls indicated that many of their concerns were similar



Greg Passewitz, Canfield area agent, demonstrates wood splitting at the Woodburner's Fair.

to those of more traditional clients, but on a more basic skill level. The committee urged the county staff to include these new rural residents in existing programs.

To address the problem, an ad-hoc committee planned a series of four Saturday and evening programs tailored to answer many of the questions the former urbanites might ask. Extension staff taught the series "Living in Rural Geauga County," with assistance from the County Health Department.

A slide presentation on landscaping and managing a residential woodlot was first in the series.

The second session involved a "Mini-Farm Field Day." Designed to answer many of the questions of the new small farmer, the program was taught by the county agriculture agent and the area CRD program associate. The mini-field day emphasized raising farm animals and crops on a small-scale basis. Programs on home septic tanks and water systems including maintenance and operation were also presented.

Fair Featured

As an added feature of the rural living series, Geauga County was included in the multicounty Woodburner's Fair. Directed by the area home economist, the fair helped new rural residents and others learn more about the selection and installation of woodburning stoves. Additional information was also provided on using wood as a fuel.

Approximately 600 Geauga County residents participated in the "Living in Rural Geauga County" series. As a result, more questions about water and septic systems have come into the county Extension office. To assist county agents with requests for information, the area CRD staff developed pamphlets on water quality problems and septic tank care for distribution in northeast Ohio counties.

The county agricultural agent better defined the new rural audience by surveying individual needs. A newsletter and additional programs are planned for new Geauga County families. This effort, called "Farm Fever" has great potential for serving the needs of this new small-farm population.

Calls on lawn care and home gardening previously handled by the agricultural agent are now covered by the county home horticultural summer assistant. Funds for this position came directly from the county commissioners.

In less than 1 year, Geauga County Extension staff members estimate they have served more than 1,500 new rural residents. They accomplished this by utilizing Extension's existing information system and working together as a team across county, area, and state lines. □

Tillamook Jetty No Longer at Bay

by Tom Gentle
Information Representative
Extension Communication
Oregon State University

When local officials asked for help in funding an improvement project on Tillamook Bay, two Oregon State University Extension community development specialists turned to a sophisticated input-output economic study and a computer for quick results.

Tillamook County, on Oregon's north coast, has had a typically troubled rural economy. Although the dairy industry and tourism are unique parts of the local economy, the timber industry, which experiences seasonal ups and downs, dominates.

For some time, local officials and citizens had tried to convince the U.S. Army Corps of Engineers and Congress to improve the entrance to Tillamook Bay by extending the south jetty to the same length as the north jetty. (The unequal jetties create dangerous and unpredictable bar conditions that prevent navigation in the fall, winter, and early spring.)

Processing

In spring 1977, local officials became aware of a business proposal to increase timber processing in the community. Logs and green veneer were to be barged to Tillamook for processing at local lumber and plywood plants. However, the proposal required a safe bar condition year round.

"Generally, timber grown and harvested in Tillamook County was shipped outside the area for processing. The opportunity to process more timber locally meant not only more jobs, but also fewer seasonal swings in employment when weather kept the loggers at home," said Bill Rompa, OSU Extension rural development agent.

It was at this point that local officials asked Rompa and Russ Youmans, OSU Extension resource economics specialist, if they could provide information that would convince Congress of the economic merits of extending the jetty. Luckily, OSU researchers had completed an input-output study of the Tillamook area a few years earlier.

Input-Output

An input-output study is a method of analyzing an area's economy. It can be used to estimate the effects of any number of business activities, such as the expansion of current businesses, the development of new industries, or even the loss of firms already operating in the community.

An input-output study looks at the basic industries of an area. Basic industries are defined as those that sell (export) a majority of their goods or services outside the local area. The relation between what the community sells (exports) and buys (imports) is important. The money earned from exports is used to buy goods and services that the community cannot supply itself, such as automobiles, food, chain saws, and so on.

The input-output study also shows the inter-relationships of various parts of the economy. For example, it can predict the effect of increased plywood processing on local retail sales, cafe and tavern business, and household income.

Input-output models are costly in both time and money. A research staff must be assembled, trained, and sent into the local community to collect data from business firms. Data collection alone can take four to six full-time staff members 2 months

to complete. Another 6 months are required to finish the model.

"Rural communities rarely have the expertise or money to perform their own input-output study," said Rompa.

Since the input-output study of the Tillamook area had already been completed, Rompa and Youmans were able to give the community the information it needed in a relatively short time. Although input-output models are often constructed to answer some specific question, both Extension specialists emphasize that they can be used for many other purposes.

"Input-output models are a valuable source of economic information. Too often they are filed away and never used again. As our experience with Tillamook County shows, these models can be valuable in ways never imagined by the people who originally constructed them," Youmans said.

Impact

On the basis of computer projections, Rompa and Youmans predicted that the expansion of lumber processing as a result of extending the jetty could be expected to have an impact of more than $4 million a year on the local economy. Local household income would increase by $1.8 million, and downtown business would experience a $1.7 million a year gain.

Armed with the data generated through the input-output model, community leaders testified in favor of the jetty extension project at a Congressional hearing in Washington, D.C. As a result of that hearing, Congress has appropriated the necessary funds.

The predicted economic impacts of the jetty extension did not alone account for authorization of the project, Youmans noted. But the analysis did have an effect in prompting Congress and the Corps of Engineers to examine the project, and it gave the local community the encouragemen to pursue and achieve an economic development goal it believed in.

Input-output models do have shortcomings. For instance, they do not measure social, environmental, or esthetic effects of economic development. However, they appear to be the best available estimates of impacts from economic activities. And they are more realistic than many of the currently used "by guess and by golly" methods, Rompa said.

And as the experience in Tillamook County indicates, the input-output model can be an effective education tool to rally diverse segments of a community to help solve local problems. □

TV's Impact on the Family

by **Diane Yanney**
Extension Information Service
University of Wisconsin-Madison

Children and advertising—the effects of each on the other—are but one part of Wisconsin Extension's television awareness program says Terry Gibson of staff development.

"I didn't realize TV makes kids passive and less creative. It was a very informative and interesting program. We have definitely changed some of our TV habits."

"I definitely feel TV programs do influence my children and I have become more conscious of this and do monitor their viewing more."

These reactions from parents show that Wisconsin family living education programs, designed to increase awareness of television's influence on the family are doing just that.

A slide-tape set titled "Children and TV," released in August 1977, began the program. Child development specialist Irene Goodman and Terry Gibson, staff development, produced the set for Extension home economics county faculty to use with community groups. But the staff has discovered that the topic of television's influence on the family appeals to a wide variety of audiences.

Concern for Children

Lois Klusmeyer, Brown County home economist, began addressing the topic in fall 1977. The previous spring, her homemakers' advisory committee had expressed concern about TV's effects on children. To prepare for the training meeting, Klusmeyer held planning sessions with the Green Bay Board of Education, school principals, clergy, and local media. They organized a 3-hour meeting to cover all segments of the slide-tape presentation with ample time for discussion.

Not only were Extension homemaker clubs excited about discussing TV's influence on the family, but when other groups in the community found out about the program, they wanted to use it, too. High school teachers, church adult classes, and

elementary school parents asked Klusmeyer for program materials.

Dane County home economist Jan Floeter has used the program extensively with community groups. "Children and TV" gives examples of how television influences children at different stages in their development, explains the economics of its decision making, and suggests action parents can take to improve home viewing.

Additional Use

After attending Goodman's inservice training session on the influence of television, Andrew Halbach, Marquette County 4-H youth agent, used the slide-tape set for a five-county winter 4-H camp. The camp theme was self-improvement: how others affect us and how we affect others.

Although the program focuses on the young child, Halbach geared discussions to the teens and how TV influences them. Since teens watch so much television, the 4-H'ers talked about TV's influence on their buying habits. As future parents, they discussed the ideas on TV, and family life.

Halbach feels the program is good for teens. "If they become more aware of their viewing habits at this stage in their lives, they might be more willing to change them," he said. This topic is not often dealt with in the public schools. It's a programming plus that it's new and different for 4-H'ers.

The 10 copies of the slide-tape set produced for the Extension library are in constant demand for single-topic meetings. Goodman and Gibson have also incorporated the presentation as part of a workshop for parents and children offered through UW-Extension in Madison.

Family Involvement

While parents viewed the slide-tape set, young children were videotaped watching Saturday morning cartoons. Parents were surprised to see their young children so mesmerized by television.

The older children (ages 7 to 11) worked with Gibson to produce their own TV ads. They incorporated what they saw on television in their own commercials. One young man pretended he was "John Wayne" endorsing a cereal product.

Families attended the workshop for a variety of reasons. One mother was concerned because her 3- and 6-year old children wondered why they didn't have a TV set at home. A teacher encouraged her daughter and grandchildren to attend because she was concerned about her grandchildren's viewing habits. She also wanted to learn how to help guide her sixth grade students in their TV viewing.

Because so many groups and individuals are concerned about the influence of television on children, county extension staff are promoting the program as a resource for community groups.

In Marquette County, Halbach and home economist Cheryl Rew publicized the program in newsletters and held a countywide open leader training meeting.

The Extension and Agriculture Committee was so interested in the program that it requested Halbach and Rew to provide an inservice training for committee members. "That's the first time the committee has made such a request," Halbach says.

Goodman has been supplementing local contacts by notifying state leaders of the Wisconsin Federated Women's clubs, PTA's, and similar organizations of the availability of the program through county extension staff.

Filmstrip Format

Because of the program's popularity, Goodman revised and transferred the slide-tape set to filmstrip format for purchase. The three segments of the 26-minute program, "Television's Influence on Children," "Economics of TV Decision Making," and "What Can You Do?" are each a separate filmstrip with accompanying audio-cassettes, scripts, and discussion guides.

Information about the filmstrips is available from Goodman, 1300 Linden Drive, University of Wisconsin-Extension, Madison, Wis., 53706. □

Mississippi Motivates Money Management

by Jane Honeycutt
Extension News Editor
Mississippi State University

Expensive housing, too much credit, marital problems, no savings account. These situations—and a host of others—make it hard for many Mississippians to live within their incomes. The result: shuffling bills, taking out new loans to pay off old ones, and having no cast to meet emergencies.

Most Mississippians have felt the effects of inflation, but some can face spiraling costs of goods and services better than others. Sometimes, more money isn't the answer. Surprisingly enough, money management is often the key to coping with inflation.

For central Mississippians, free help may be only a phone call away: 982-6279 in Jackson. That's the telephone number of the Mississippi Cooperative Extension Service (MCES) Money Management Center in Highland Village.

Pilot Project

A visit with Bonita Bridges, area MCES consumer management specialist who operates the center, reveals some startling facts. Clients who've asked for help managing their money have incomes ranging from a low of $70 a month to as high as $110,000 a year. About 25 percent of Bridges' clients are divorced or widowed; they are equally divided between men and women. Overuse of credit is the major problem facing most people; few accept the right and responsibility of setting their own credit limits.

Established as the result of a 1976 pilot project, the center serves clients in Hinds, Madison, Rankin, Yazoo, Scott, and Warren counties. There is no charge for the Center's services. Many persons make appointments for individual consultations; others take advantage of the management classes Bridges teaches for schools, churches, organizations, and institutions.

"I think people fall into two categories of money management: those who have enough income to make choices about how they spend their money, and those who must meet basic needs on a minimum income," says Bridges.

Teaching preschoolers how to save smartly and spend wisely are principles of Mississippi's money management program says Bonita Bridges (center)

Clients

For obvious reasons, most clients prefer to remain anonymous. But, Virginia Hilt doesn't feel that way. She came to the center after hearing Bridges speak to a meeting of Parents Without Partners. Hilt, a nurse, has an adequate income. Her problem: meeting unexpected expenses, such as roof repairs, and saving to pay large bills like car insurance, license tags, and Christmas presents.

"Mrs. Hilt differs from most clients in that she was already keeping excellent records of how she spent her income," says Bridges. "Records really pay; there's no substitute for seeing your financial situation in black and white."

With Bridges' guidance, Hilt has avoided getting a loan to pay for large bills. She also saves about $35 a month to apply to regular yearly bills like taxes, insurance payments, and similar expenses.

Another client, (we'll call him Dan), credits Bridges with saving his marriage. Referred to the Center by a former client, Dan had accumulated a debt load of 21 obligations which totaled more than $17,000, not counting his house mortgage. He's been working with Mrs. Bridges since March 1978, and has reduced his debts to less than $4,000 and the number of obligations to 16.

"Dan's problem was clearly overuse of credit. He and his wife had no savings plan, no spending plan and never reserved any funds for unexpected expenses or big bills. They kept no records," says Mrs. Bridges. "When they did receive extra money, as in a tax refund, they bought more things instead of paying bills already owed."

Their income, by most standards, is high—more than $2,000 a month take-home pay. Despite this, the couple missed house payments, flip-flopped bills (paid some one month, others the next) and had little or no discipline in using charge accounts.

"When there's bickering in a family, there's a tendency to overspend," says Bridges. Dan agrees. "Credit is a fine thing, but you must have discipline to use it," Dan points out. "We were really having some serious marital conflicts which resulted from our unstable financial condition."

Childrens' Program

"As people learn about managing money, they share information with their friends and co-workers," says Bridges. "A vital part of my work has been with preschoolers. They way children feel about money will determine their adult attitudes. They may be selfish, impulsive or overly cautious—all of which may extend into adult life.

"Children must learn that money is only one resource of living. It shouldn't become a goal in itself. Management of money is often a key to personal satisfaction. Even preschoolers can learn good money management habits," she adds.

"One of my most rewarding experiences has been working with preschoolers at St. Jude's Day Care Center in Pearl," she explains. "I met with the director, Susanna Orr, and the teachers several times to give them teaching materials and familiarize them with the lessons. We also met with the parents so they could reinforce what the children were learning about money management.

"Preschoolers learned to identify different coins and bills, learned where money is kept, played store, and learned to read price tags," she explains. "They learned about energy conservation and how it saves dollars. They learned to repair broken toys and how to do simple clothing repairs, like sewing on buttons. All these things add up to money management.

"Money management means making a choice—deciding on something," she says. "It doesn't matter whether you're a child or an adult, the same principles hold." □

Living With Inflation—A Videogram

by **Betty Fleming**
Communications Program Leader
SEA-Extension
Washington, D.C.

Mississippi is a State that has found a way to provide an essential educational program in an urban area—and, achieve a high degree of visibility at the same time.

Bonita Bridges, area consumer money management specialist, is doing what she calls money management consultations (to avoid conflict with professional "counselors" of various kinds). Her program, originally set up to serve a three-county area, has had statewide impact.

The accompanying article provides the details on this innovative program. Extension educators and others all over the Nation are becoming aware of this effort, and they are studying it closely to see what implications it has for them.

The Jackson consumer money management center, funded by SEA-Extension-USDA, is based on a pilot project begun 6 years ago. Results from that pilot project were shared with other states. Now a new status report on the project and some of the teaching materials being used have also been made available to States. SEA-Family Education, with Mississippi Extension assistance, has produced a 24-minute videogram (videocassette with internal communications message) describing the program. It's called "Helping Families To Live With Inflation." The videogram was sent to State Leaders of Home Economics for state and possibly area showings. Check with them for additional information about this program. □

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