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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JUNE 1972

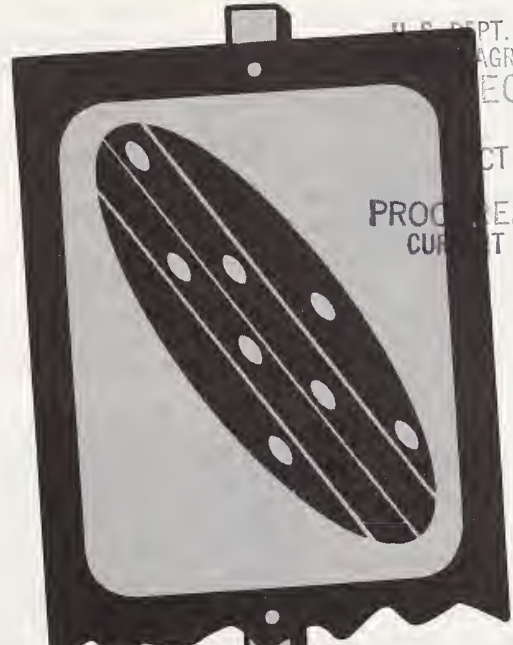
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**DEMONSTRATION
GARDEN - PAGE 8**



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

EARL L. BUTZ
Secretary of Agriculture

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REVIEW

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CONTENTS

	Page
Eat right—you're on candid camera!	3
Iowa area holds 'beef industry day'	4
Teen singers boost 4-H image	6
A garden becomes a teaching tool	8
Development corporation spurs growth in troubled Illinois area	10
W.Va agents enthusiastic about cable television	12
Classes attack racial barriers	14
Farm safety—a year-round concern	16

Youth speaks out

When it comes to telling the 4-H story—building understanding and support among adults, and attracting new members—nobody does it better than the 4-H'ers themselves. The California 4-H "sing-out" group described on page 6 of this issue is one good example; the national 4-H Conference this spring is another.

During that one week the 240 conference delegates and eight Reporters-to-the-Nation demonstrated on a small scale what 4-H'ers across the country can do and are doing to build the 4-H enrollment and image. They talked with Secretary Butz, visited their Senators and Congressmen, advised adults on future 4-H programming, spoke with the press, and selected next year's 4-H poster design from entries submitted by their counterparts all over the country.

Multiply this by the similar activities taking place at the State and local level, and it becomes obvious that 4-H'ers are doing a lot of "speaking out." They know what they want from a youth program, and they know best what will attract other young people.

The need for involving Extension's clientele in planning and running their own programs certainly extends to 4-H youth. They have good ideas and are excellent spokesmen for their organization. All they need is encouragement and a chance to speak out.—MAW

Eat right— you're on candid camera

by
Virginia Zirkle
*Extension Home Economist
Putnam County, Ohio*

The eye of a candid camera proved to be a strong teaching tool in a teenage nutrition education program. The scene—a high school in northwestern Ohio. The actors—local teenage boys and girls. The plot—a scheme to help teens improve their diet, eating habits, and physical fitness.

It all began when the Putnam County Extension Homemakers Council decided to do something about teenage diets and eating habits. Such food problems don't stop at county lines, so two neighboring counties were included in the plans.

Two problems confronted us. How do you "sell" nutrition education to teenagers? What attracts teens to a meeting?

The planning committee, composed of adults and teens, decided to use several approaches. Because the word "nutrition" has little appeal to teenagers, a "Fitness—Choice or Chance" theme was selected.

The committee decided to capitalize on teenagers' respect for high school physical education teachers and coaches. Extension agents made personal visits to teachers, coaches, and school administrators to get their approval and ideas.

With these suggestions, the committee tried to develop a program with strong appeal for teens. Speakers were carefully selected to win the teens' interest and respect. The important job of keynote speaker was assigned to a well-known University teacher. A panel—featuring a former Olympic gymnastic star, a high school athletic coach, two teenagers, and a nutritionist—gave the program depth.

The most unusual part of the program was the candid camera gimmick. This was a 5-minute color film prepared by The Ohio State University's Extension Information Office. The setting was a local high school where boys and girls were filmed in a



variety of situations—all of which revealed poor eating habits. The content was light-hearted, but pointed!

Timing was another critical factor. The committee decided that early April would be a good time in the school year for this event—just after

basketball tournaments and just before school plays and proms.

Publicity efforts centered on the high schools in the three counties. Administrators appointed in-school committees of teenagers to handle publicity. Posters tantalized the teens with promises to "see yourself in the movies" and "meet an Olympic star!" Meeting notices were read on the school public address systems. Notices were sent, too, to local religious and youth groups.

The care and work put into the program and publicity paid off. More than 850 teens from local high schools attended the meeting. The support given by teachers and coaches helped to draw the teens' interest and attendance. The film produced knowing laughter as the audience quickly caught the "there go I" idea. The program itself was effective as it played up, without preachiness, the positive benefits of fitness.

Students commented: "It was great to see an Olympic star in person!" "The speaker gave me something different to think about." "I have a different idea of fitness now." Parents reported: "My daughter is eating breakfast these days!" "I think she's really trying to eat more of the foods she should."

Many important elements were involved in this venture—planning, support of respected adults, timing, teen involvement in all parts of the program and publicity. No one factor alone accounted for the program's success.

But—the film gimmick had program impact. It was great fun for the students, school lunch personnel, and parents who participated. It generated much interest within the teen group. It also proved that a light-hearted approach to eating problems can be an effective teaching technique. The teens are still talking about it. □

Marketing . . . preconditioning . . . balanced rations . . . roughage handling . . . disease prevention . . . crossbreeding . . . artificial insemination . . . heavier weaning weights . . . unit cost . . . efficiency . . . cow-calf financing . . . grading . . . waste management . . . cutability . . . feed storage. More than 550 southwest Iowa farmers and beef producers heard discussion on these and other topics.

Add to that an auditorium full of exhibits featuring information and supplies in the areas of feeding and harvesting equipment, cattle feeds, crossbreeding, cattle handling, feed additives, pharmaceuticals, and all-beef sausage, plus many others.

Those were the ingredients for a beef industry day this spring in a large auditorium at Harlan, Iowa.

Dave Dickerson, Shelby County Extension director, was responsible for guiding the planning and promotion of the session, which featured Extension specialists, beef industry speakers, and the array of 30 beef industry exhibits.

The university-based personnel involved were Dr. John Herrick, Iowa State University Extension veterinarian; and Dr. Mitch Geasler and William Zmolek, ISU livestock specialists.

Herrick discussed herd health and beef cattle disease control, Geasler looked at current trends in feed handling and farm processing of cattle feeds, and Zmolek examined alternatives for producers to consider as they strive to compete effectively in the beef business.

Doyle Wolverton, Council Bluffs Extension Area livestock production

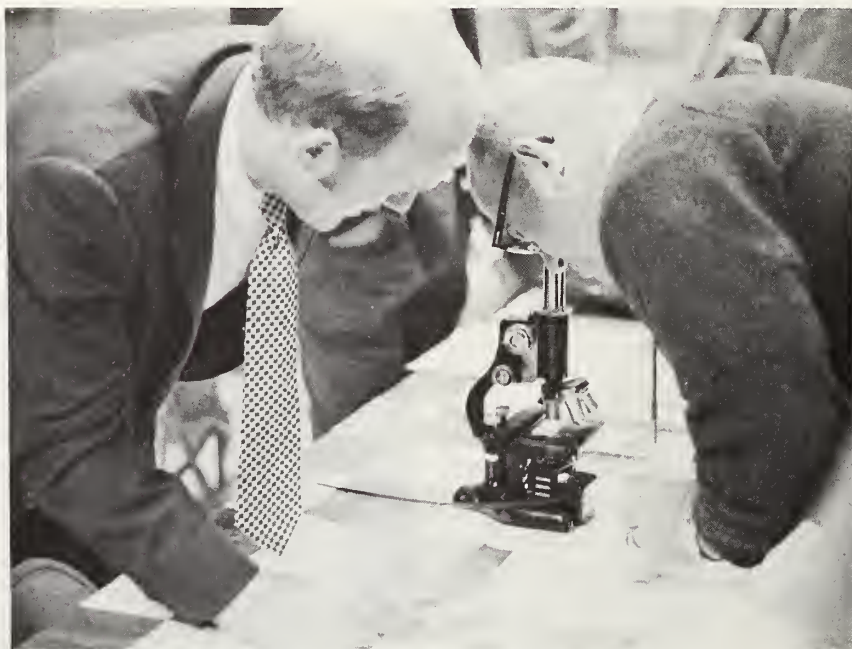
specialist, was also on the day's schedule with his discussion of feed-lot waste management.

Also on the program was a representative of an Iowa cattle breeding company that experiments with different patterns of crossbreeding. A Council Bluffs bank representative gave producers a look at the financial service point of view in the beef business. Each speaker prepared a 30- to 45-minute talk with visuals and was available to field questions from the audience.

The day ended with a panel of local beef producers and a speaker phone

interview with Secretary of Agriculture Earl L. Butz. Shelby County Beef Producers Association members selected five questions to be directed to Secretary Butz. The questions touched on the level of agricultural exports to the Common Market nations, countering food price controls, meat imports, marketing techniques, and rural development programs.

The day's program was full, but farmers and producers had more than 3 hours to visit the exhibits that circled the auditorium floor. A local caterer provided a beef lunch in the auditorium so that visitors did not



Above, a visitor examines a specimen at one of the beef industry day exhibits. A beef producer and an equipment representative, at right, talk over features of a handling chute.

Iowa area holds 'beef industry day'

by
Don Wishart
Assistant Extension Editor
Iowa State University

EXTENSION SERVICE REVIEW

have to leave the exhibit area. Ten people won door prizes at the close of the program.

A successful event such as this doesn't just happen. Months of planning and promotion efforts are behind it. Dickerson said that his idea for the beef industry day came after having a similar event in 1971 that took an indepth look at corn and soybeans.

One of the first tasks was to recruit exhibitors. The agriculture committee of the local chamber of commerce got involved at this point to contact local farm product dealers.

Letters went to beef-related companies that had exhibited at the Farm Progress Show and a statewide beef group conference. An advertisement ran in the local newspaper.

The 30 firms with booths in the large auditorium came primarily from the four counties surrounding Harlan, although others were from Missouri, Minnesota, Colorado, and Kansas. Each company paid a fee for its ex-

hibit space. The Extension staff didn't have to beg—several companies wanting to exhibit found no space available as the beef day approached.

Extension had the cooperation of other agencies, too. The Harlan chamber of commerce contacted other chambers in surrounding towns to enlist their help in promotion and recruiting exhibitors. Robert B. Hegland, the Council Bluffs Area Extension director, helped book the three ISU specialists and served as master of ceremonies, and the county beef producers association helped select the topics that were discussed.

Dickerson also received promotion advice and statewide news release service from the ISU Extension information staff member assigned to his area.

Dickerson prepared news releases for other county Extension directors in his area. He also supplied them with a brochure (which doubled as a poster) announcing the event, and they sent it to producers in their counties.

Phone-in spot tapes were offered to local radio stations, newsletters were posted in agricultural business centers, and exhibitors promoted the beef day in their contacts with customers.

Promotion activities were planned so that the most concentrated effort came starting about a month before the event. A farmer could hear about the beef day from his neighbor, through an invitation letter, by radio, from visiting salesmen, and in newspaper ads.

County Extension directors helped out again during the multicounty event. They served as press contacts for newspaper, radio, and television staffs who covered the beef day. Others assisted by distributing and taking orders for Extension beef publications, selecting panel members for the afternoon, and taking care of lunch ticket details.

The Shelby County Extension director drew a few conclusions which might aid others in planning similar conferences:

—The theme or major program

content should concern area farmers. In Shelby County the beef day made sense, because the group of five counties surrounding Harlan has more than 7,600 producers with nearly 400,000 cattle on feed and 78,000 beef cows.

—The planning group for such an event should include industry representatives and producers.

—A large open auditorium allows optimum traffic movement and a view of all displays in one location. Good visual and sound equipment is a must.

—Farmers and producers will travel 35 to 50 miles for such a meeting.

—The different presentations should be no longer than 45 minutes, good quality visuals are essential, there should be time for questions to the speaker, and some speakers should come from outside Extension.

—Farmers like variety, different speakers, a good lunch, and a chance to visit with each other and industry representatives.

—Publicity for an event should be aimed at the audience through a number of different channels (radio, newspaper, television, letters, industry people, personal contact).

—Panels of local people, door prizes, exhibits, and good publications available all help to draw an audience. Many people make their first contact with Extension through this type of meeting.

What's the trick? Dickerson will tell you that the "trick" is planning, cooperation, and team effort. Thus, it's appropriate to give credit to the team rather than to one or two individuals. □



by
Mel Gagnon
Extension Information Specialist
University of California



Teen singers boost 4-H image

Teamwork on a mass scale. Think about that one—what it says, what it doesn't.

Older 4-H members, aided by their leaders in California's Fresno County, have had some good lessons in self-determination, leadership, and interpersonal relations through their "Friends of the Company," a member-organized and managed sing-out group.

In 15 public appearances the young singers have drawn audiences of up to several thousand with a repertoire ranging from rock to patriotic, fairytale to fun.

The 40 members supply their own musical accompaniment and even choreograph most of their stage routines. It's done, as the song says, "... with a little help from my friends." The friends in this case are leaders—volunteer and professional 4-H staff—and other resource people.

The "Friends of the Company" is a singin', swingin', group; its message is liveliness based on pride, patriotism, and friendship. Warm smiles are a stock in trade.

Public singing is a terrific way to involve youth, say Fresno County Extension 4-H agents Judy Rickards and Jerry O'Banion, who helped the "Friends" get going. But "Friends of the Company" is more than choral or camp singing.

And it was intended to be, says Linda Avakian, the member-turned-director. "Our aims were to show off the new image of 4-H, to attract more urban youth into our broad 4-H



program, and to cut down the number of dropouts.

"In short," she summed up, "the 'Friends of the Company' is the result of what many of us kids thought was a need to get things moving around here. Most of the club members, by the time they got into high school, were drifting out of 4-H. We really need them to help teach the younger ones.

"Since singing always seems to bring people together, and we had a few extra guitars around, this seemed like a natural."

The project, says Miss Rickards, has been an excellent example of the need to let members experiment with what they want to do, then to create and manage their own organization—self-determination.

"The county staff and volunteer

A Philippine stick dance, above left, provides an added highlight to the performances of the Friends of the Company. Below, a group of the "Friends" get together for a practice session filled with drumbeats, guitar music, the clash of tambourines, and loud singing.

leaders are there to provide guidance and help—to feed the group a bit. But members carry things off pretty much by themselves.

"It is necessary to touch back with them occasionally, to help them when they do get stuck, or to help them progress beyond certain points. Right now, for example, they want to put some more polish on their singing; they want to check out their tone, and we're looking for some resource people who can help."

But basic to helping this or any group organize a particular activity, Judy believes, is some staff interest or talent in that activity. "I have some musical and dance background," she said, "so I not only was interested but could help them directly, and also help them find other resource persons, such as local choral and music teachers, to call on. Interest and resources are essentials in getting started."

It also took a \$30 loan from the Hi 4-H treasury and later a \$100 donation to buy materials for making matched costumes. Some benefits and sales programs have helped them gather some lighting equipment.

"What has resulted," says Judy, "is teamwork on a mass scale. These young people learn fast that it's the whole group—not just themselves as individuals—going for the blue award or for winning over an audience. That means getting along with other people and other people's ideas.

"With 40 or more kids in the group, personalities do not always mesh.

Then, compress them into tight working conditions and differences are bound to arise. But they learn how to work these matters out for themselves if given the opportunity."

She reported some other achievements. The individuals have learned to budget their own and the group's time. They got a good lesson in this during school midterms when they found themselves over-scheduled. Their solution: they appointed one member as booking agent.

The "Friends" has produced another form of leadership training, too. Less experienced members have had to move up and take over in the "show-must-go-on" tradition when others have been absent or had to drop out.

But what's a typical show like?

These are youth concerned about the times we live in. From the opening song, "Corn," they sing . . . "What do we do when it's peace we want . . . we'll gather friends . . . we'll sow, we'll plant . . . we'll work all day 'til peace is real . . ."

They raise questions, singing in the folk trend, about basic matters of life—food, shelter, peace. They ask, singing, "Which Way America?" They offer some of their own answers, musically.

But fun, too, is part of a good life, and the youngsters urge their crowds on with an exciting "Feelin' Groovy" that tells people: "slow down—you move too fast."

Then what do they do? They jump right into a fast-paced Philippine stick dance featuring two Japanese members performing against the swaying, bamboo-like motions of the group itself.

For the little children in their audience they sing the very popular "Unicorn," a little story from the past.

Later, the boys provide a religious note with some strong verses of "Amen."

Then comes a very inspirational mo-

ment with "This Is My Country." They incorporate the reading of a contest-winning patriotic essay written by member Kim Nielson. A feeling of warmth seems to settle on the audience.

Closure brings electrifying moments in more ways than one. In the song, "H's Four," the singers present the 4-H Pledge of personal involvement with head, heart, health, and hands. As they sing out their pledges and take their own stands to these ideals, the H's are ringed in a clover of light on a giant 4-H cloverleaf symbol.

It's one more step in communication with people.

"It must be worth the effort to them," Jerry O'Banion comments, "since they make it to at least two practices a month as well as performances. Their homes are spread over a 35-mile radius and they come from 14 community clubs in six different cities and towns in Fresno County.

O'Banion reports that "Friends of the Company" has done more to stimulate Hi 4-H enrollment than any other single activity. The roster has doubled. This has been a particular shot in the arm for community clubs, just as the 4-H'ers planned that it would. The high-schoolers still must remain active with achievement projects in their home clubs, so their varied project talents remain available for helping and teaching younger members.

As one of the professional leaders involved, Judy expresses the staff's satisfaction this way: "We feel the same way parents must feel seeing their own children put forth efforts that provide new growth or that build character.

"A wealth of personal satisfaction is derived from seeing them strengthen their abilities, make mature decisions, and cope with mistakes and difficult problems. I feel a warm glow, watching them work together to present to the public the real image of 4-H today." □

8-9

A garden is just a garden, until it becomes something more. Here's the story of one that became much more.

Last spring in Olmsted County, Minnesota, a garden became an outdoor classroom for program assistants in the Expanded Food and Nutrition Education Program. The gardening approach to teaching better food and nutrition habits for program families created many challenges for the Extension staff and the community in general.

The training program for the assistants took shape through the cooperation of horticulturist Jerry Larson and home economist Sarah Boyer. Vegetable gardening was the primary area of emphasis, although we recognized that fruit growing, as well as ornamental horticulture, offered considerable promise for future work.

The two settings for instruction and training were the classroom and the demonstration garden. In the classroom, the lecture and discussion methods of teaching were supplemented by slides and films on vegetable gardening.

In addition, we made good use of several Minnesota and USDA Extension bulletins. The classroom was ideal for preparing containers and planting seeds to start transplants.

The demonstration garden came into being when one of the program assistants volunteered the use of an area on her home property. A 1,200-square-foot plot was staked out, the area was tilled, and additional topsoil was added to make it ready for our use.

As work progressed in the classroom and demonstration garden, the program assistants urged their program families to visit the demonstration garden and to develop their own home gardens.

From mid-March to the end of April, we met as a class about one morning every other week to consider several practical aspects of preparing and planning a vegetable garden. In our first class, we planted seeds of several cool-season vegetables (cab-

A garden becomes a teaching tool

bage, cauliflower, broccoli, brussels sprouts) for transplanting purposes.

Plantings were made in containers made from used milk cartons. Each of the assistants took a few containers home and provided the necessary care for the first 3 or 4 weeks of growth.

In mid-April we constructed a simple cold frame and transferred the plants to it for the final 2 weeks. Then we repeated these steps for the warm-season vegetables, tomatoes and peppers, so they would be ready for transplanting at the end of May.

During the next classes, we studied such topics as garden site, seed selection, soil preparation, fertility, and planning the garden in detail on paper. With this background, the classes moved out to the demonstration garden in May, when Extension staff and program assistants got a chance to roll up their sleeves and pitch in with the planting.

The program assistants, working in pairs, were given two four-row sections to plant. Each one had a chance to mark the rows, apply fertilizer, plant seeds, and set out some of the cool-season transplants. On the second major planting day, at the end of May, we set out the warm season transplants, direct seeded some other warm-season vegetables, and completed planting some of the cool-season crops.

We practiced as many space-saving techniques as possible. For example, we interplanted leaf lettuce and radishes, which are early-maturing crops, in the same row with tomatoes, a late-

developing crop. And we planted a double row of early peas between the wider-spread rows of cucumbers and squash.

Most of the classes were outside during June and July. Keeping the garden weed-free and thinning out the different vegetables required some work each week during June. We didn't neglect pest control, especially for cabbage worms and cucumber beetles.

In mid-July we gave some special attention to methods of training tomatoes, mulching, pruning, staking, and some combinations of the last three practices.

One of the most important aspects of growing vegetables for table use is determining when they have reached the peak of maturity in terms of the best eating quality and nutritive value. We concentrated on recognizing maturity peak throughout the summer harvest. Classes on freezing and canning food prepared the program assistants for helping program families preserve their own garden harvests.

Throughout the growing season, Jerry Larson wrote articles about our progress for the local newspapers. As a result, many people who had never been involved with Extension work visited the demonstration garden and took advantage of Extension information.

The final project, late in the growing season, was to build a small structure for composting crop residues and other organic materials that accumulate around the yard.

by
Sarah Boyer
*Extension Home Economist
Olmsted County, Minnesota*



Extension program assistants, left, tend the demonstration garden with the help of Jerry Larson, Extension horticulturist. Below, Mrs. Sarah Boyer, Extension home economist (center), and two program assistants check the seed catalog as they plan for their garden.

Winter came and the program assistants continued to work with their families, teaching them how to use their preserved garden vegetables in nutritious, well-balanced meals. Many of the program families are making plans now for larger, improved gardens this summer.

We look back on our demonstration garden with positive feelings. It not only helped us achieve our primary goal of developing more nutritious meals for program families, but it provided many of them with a delightful family experience. Several program families have made plans to develop small truck gardens that will provide welcome supplements to their income.

That 1,200-square-foot plot of ground did indeed turn out to be much more than just a garden. It was a learning experience that has touched the lives of many people in Olmsted County. □



There's good eating ahead for these boys, thanks to the vegetables the program assistants helped their family grow and preserve for use throughout the winter.

Development corporation spurs growth in troubled Illinois area

by
Gerald Conner
*Extension Communications Specialist
University of Illinois*



"Extreme southern Illinois is economically depressed and exhibits many of the characteristics of Appalachia. Jobs are simply no longer there, and people are leaving. Many of those who remain are uneducated and unskilled. The loss to southern Illinois, in terms of wasted human resources, is immeasurable."

—1972 Illinois Annual Poverty Report

Against this backdrop, a not-for-profit corporation has emerged to stop the downward spiral of economic and social decline and give hope to this troubled area.

The Pulaski-Alexander Development Corporation (PADCO), representing the State's two southernmost counties, has a practical goal—to help establish industry, business, and jobs.

Operating behind the scenes and beyond the headlines, as Extension workers usually do, Community Resource Development Adviser O. Thomas Booker makes regular contributions to PADCO, the organization he played a large role in forming.

In the 4 years it has been in existence, PADCO has attracted several new industries and helped establish more small business that creates new jobs.

And the new jobs certainly are needed. Unemployment in the two counties

Much of the two counties served by PADCO consists of depressed rural area. Community Resource Development Adviser O. Thomas Booker, above, played a large role in forming the development organization, and he travels the county roads often to provide assistance.

hovers around 10 percent, occasionally going higher; the rate for blacks is two or three times higher than the total. Median incomes are less than \$3,000, and 30 percent of the total population is on public welfare rolls.

The median education level is 8.2 years, the lowest in Illinois, and the rate of high school dropouts is two to five times higher than in other parts of the State. Infant mortality rates are also the highest in the State.

The two counties rank one and two in population loss during the past dec-

ade with decreases of more than one quarter of their population. Cairo, the largest town in the two counties, lost more than one-third of its total population.

It was to this area that Booker came in 1962 as associate county Extension adviser for community development. Picking up where his predecessor left off, he started his work with the Bi-County Resource Development Organization.

This organization, founded in 1960, brought together people, both black and white, of various interests and backgrounds in a loose coalition to work for economic improvement of their rapidly declining area.

Cairo and the two counties once had been a booming area, but with the decline of railroads, river travel, and cotton, economic decline had set in.

During the 1950's, with the creation of Federal rural development programs, the University of Illinois Extension Service became involved in the struggle for economic survival. And Les Broom, Booker's predecessor, made important contributions in the formation of the Bi-County Resource Development Organization.

Between 1960 and 1968, the organization had some success. A wood-chipping mill was established, creating 75 jobs. A junior college was opened which now hosts a business principles course conducted by PADCO for aspiring small business owners.

As the Bi-County Organization took small steps forward, the massive economic deterioration of the region caused massive slides backward. And in 1968 Booker and the organization's president, Methodist minister Earl Black, decided another approach was needed.

The organization required no membership dues and thus had no funds to work with. Apathy ran high and Booker spent much of his time stirring up interest and trying to create community involvement. And he provided what Extension services and resources were available, including duplicating and mailing facilities.

In the spring of 1968, Booker, Black, and the organization's active membership decided on a new structure—a corporation.

Booker, an early advocate for organizing along corporation lines, said, "We knew if we were incorporated we would be eligible for grants and be able to process business loan applications from individuals to the Small Business Administration.

"And we knew that to make the organization really strong, we had to have funds."

In April 1968 the Bi-County Organization voted itself out of existence and PADCO was created.

Membership dues were established—\$10 per year or \$25 for 3 years.

"If members commit themselves financially to an organization, no matter how small the dues," Booker said, "they will tend to follow their money."

Rev. Black came up with the name PADCO and Booker thought of the slogan—"Working Together for Better Living." Booker also wrote the constitution, patching together the ideas of area residents and the charters of 4-H Clubs and other organizations he had worked with.

In the 4 years since incorporation, PADCO has changed some of those small steps forward into large strides. Through PADCO's direct or indirect efforts, the following things have been accomplished:

—A \$250,000 shelter-care home in Cairo providing 20 jobs is operational.

—A PADCO-negotiated \$275,000 loan from the Small Business Administration has been used to start a business forms company in Cairo, which will provide 20 jobs over the next 3 years.

—A lumber yard in Tamms soon will be in operation and eventually will provide 50 jobs. A \$584,000 loan was obtained to finance the construction, largely through PADCO efforts.

The list of accomplishments is longer; many of the proposals are still pending. The question is—how can PADCO accomplish these things when the Bi-County Organization

couldn't? Largely through hard work, a full-time staff, and a growing, viable organization.

The PADCO constitution provides for a board of directors of 22 members, representing a cross section of the two counties. The current board is composed of 11 whites and 11 blacks. Booker holds one position as ex officio member.

Two years ago, PADCO received a \$40,000 grant as a Technical Assistance Project and hired a full-time executive director. Nolan Jones, who first came to the two-county area as a representative of the Illinois Department of Business and Economic Development shortly after the Cairo racial problems erupted, was persuaded to accept the position.

Jones and his assistant, Richard Grigsby, now handle PADCO on a day-to-day basis, and Booker's time with the organization has decreased from about 50 percent to 10 percent. But he is still active—holding the job of coordinator of PADCO's Tourism and Recreation Committee.

One of his pet projects, the saving of a historic courthouse at Thebes, continues to get much of his attention. If a grant is obtained from Governmental sources to restore the building, PADCO will administer the funds.

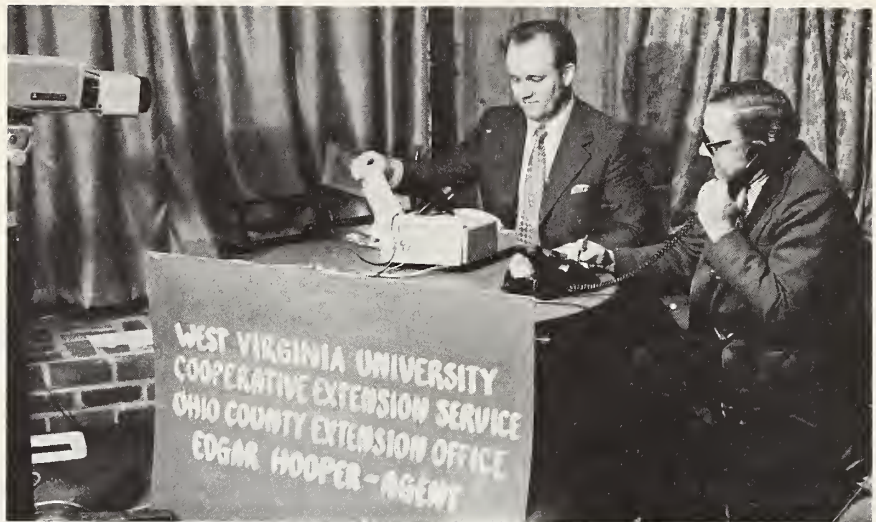
Largely through efforts of Jones, Grigsby, Booker, and other PADCO members, a five-county regional planning unit will be established in southern Illinois.

Booker also is involved in organizing groups throughout the two counties to form a park district. But the work is slow, and Extension's involvement, while quite intense, is seldom visible.

"My job means helping people get together and get done whatever they want to do," Booker said. "And I know the people want to reverse the trend of economic decay. So I do what I can."

Nolan Jones, Richard Grigsby, and the members of PADCO agree. So they're going about doing what has to be done. Extension is there—serving every way it can. □

W. Va agents enthusiastic about cable television



Edgar Hooper, above left, Ohio County Extension agent, moderates one of his public affairs cable TV programs, while the cable company program manager takes calls from viewers. At right, 4-H youth nutrition agents Linda Widney, left, and Allison Deem present a segment of their cable TV series, "Groovy Foods."

Extension agents in three West Virginia counties have discovered that cable television (CATV) offers them a unique way to reach the public.

Take Allison Deem and Linda Widney. Both are 4-H nutrition agents, Miss Deem in Harrison County and Mrs. Widney in neighboring Marion County. Last summer they talked about developing a television program to present 4-H youth nutrition information. They approached a local commercial TV station, but were not able to work out arrangements for the program.

So they took their idea to the cable television company in Clarksburg and discussed it with John Peters, programming manager for Channel 3, the company's outlet for locally-produced cable programs.

"I really was looking for a woman's program at the time Allison came in," Peters recalls. "But after she explained what they had in mind, we decided to go with it."

The result is a continuing series called "Groovy Foods," which is seen in Clarksburg each Thursday at 7:15 p.m. In addition, plans are being made to duplicate videotapes for broadcast on the company's cable systems in Fairmont (Marion County) and Morgantown (Monongalia County.)

In their weekly programs, Miss Deem and Mrs. Widney strive to promote 4-H nutrition by making interesting dishes, and by explaining what ingredients are used and how they are blended.

The show is designed to appeal to 4-H nutrition clubs, regular 4-H members, and, particularly, to youth who might develop an interest in 4-H after watching the program. The agents report that the series has stirred interest in 4-H in both their counties.

Each program is planned to be different, fun, and interesting. Not long ago, several 4-H nutrition club members were involved in a series of programs, and Extension specialists often make guest appearances.

Miss Deem and Mrs. Widney admit the program takes a lot of time. "Each month we meet for a day to plan what we're going to do, and then we spend another day taping four programs to be used in the coming month. But this represents just a fraction of the time we spend planning, researching, and brainstorming," Miss Deem says.

The only thing that really bothers both agents is their faceless audience. As Mrs. Widney explains it, "You don't know if you're talking to anyone."

But John Peters doesn't doubt that there is an audience. He notes that the Clarksburg area alone has 15,000 cable subscribers, with an average of more than three viewers for each connection.

In Wheeling, about 120 miles northwest of Clarksburg, Edgar Hooper, Ohio County Extension agent, has been using cable TV to present an entirely different message in a completely different way. His program is called "Legislative Public Affairs", and this past March marked the completion of its third year on the air.

This program came about, Hooper says, "because I thought it was high time we got into some new types of Extension programming. In addition, we were looking for new ways to reach as many people as we could in the most effective way possible. Through this cable program, we think we're doing just that."

In previous years, he relates, his

by
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office had sponsored public meetings while the State legislature was in session. Via telelecture set up in a public building, citizens could gather and discuss issues with their legislators in Charleston.

It was a good idea, but what disturbed Hooper was that "people just don't show up for public meetings of this type." This is particularly true in January, February, and March, when the West Virginia legislature is in session and the weather is at its annual worst.

So Hooper decided the next best thing to do was bring the program to the people—in the comfort of their own living rooms. He consulted with representatives of the cable company and with members of the Ohio County legislative delegation. All agreed a legislative program on cable TV had great potential. As a result, the program went on the air in 1970. It's been going great guns ever since.

To organize the program each year, here's what Hooper and his staff do:

—Legislators, cable officials, and Extension workers attend a dinner

meeting in November to make final arrangements for the upcoming programs.

—In early January, letters are mailed to all persons on the Ohio County Extension mailing list. These letters outline the format of the programs and list viewing times. News articles describing the programs are sent to local media.

—Four or five programs are usually held while the legislature is in session. The first program consists of a viewers' self-test on State government, and a resume of what the legislators believe could be the key issues facing them during the legislative session.

—Remaining programs consist primarily of dialogue between the legislators and the viewers, often with Hooper or another Extension worker acting as moderator.

Technically, this program is quite unusual. It combines telephone, telelecture, and television. Here's how it works.

The moderator presents a few opening remarks, and then invites viewers to call the studio with questions for the legislators. The called-in questions are transcribed and handed to the moderator.

Using a telelecture unit in the studio that is connected by long distance line to another telelecture unit in the State capitol, the moderator poses the questions to the legislators. Their responses, as well as the voice of the moderator, are broadcast live via the local cable channel.

Thus, without leaving their homes, viewers are able to keep abreast of the legislative session and get immediate response to questions they pose to their legislators. And the viewers are taking advantage of the opportunity. More than once the program has run past its hour-long format because there was a backlog of calls.

Hooper is sold on cable TV as a way to communicate with the public. "We are reaching more people by this medium than by using a public meeting," he says. "On the local level, it is our best source of mass communica-

tion to reach the public. Cable TV has unlimited potential, particularly in urban areas like Ohio County."

Everyone connected with these two very different programs seems equally pleased.

John Peters is quite happy with the work Allison Deem and Linda Widney are doing in Clarksburg. In fact, he'd like more Extension programs.

"We're looking for informative programs that will benefit the community," he explains. "I'd like to have other programs involving Extension specialists. They know their areas and have a great deal to tell the public."

Don Levenson, who owns the Wheeling cable company, is equally interested in public affairs programming and is happy that the Extension Service has been producing the legislative series.

"In fact," he says, "if Extension gave this program up, we'd do it on our own." And Mel Truax, Levenson's program director, adds, "I don't see why every cable company in the State doesn't do this."

The Extension experience with cable TV in West Virginia reveals that the medium has both strong points and weaknesses. For example, agents have learned that:

—cable TV is new, unique, and has great potential,

—it does have an audience,

—it can offer "prime time" programming, and

—it can provide an outlet for many types of Extension programs.

At the same time, they have discovered that:

—cable TV production is still, for the most part, technically primitive, much as commercial television was in the late 1940's,

—its audience is limited, and

—viewer habits for locally produced cable TV programs are not known.

But pro and con aside, there can be little question that cable TV does have tremendous potential—potential that Extension agents everywhere should be aware of. □

by
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Classes attack racial barriers

Monmouth County, New Jersey, home of racially torn Asbury Park and Freehold and just 2 years past the 1967 riot in Newark, was struggling with the frustrations of discrimination, poor housing, and poor education.

Groups of concerned citizens were making little headway in improving the situation; whites and blacks didn't trust each other. A lot of people were talking, but not too many were listening or even trying to understand each other.

It seemed like an ideal time for the Extension home economist to offer an educational program aimed at changing attitudes, and that's how the series of classes called "The Black Citizen in America Today" came into being.

As a member of a white ethnic minority group, I was perhaps especially sensitive to a lot of discrimination toward blacks which escaped the notice of many others. In addition, I had learned much from personal contacts, conversations, and study while I was assigned to the Rutgers University Labor Education Center for 6 months to seek ways of bringing the resources of the Extension Service to trade unionists and their families.

It was my observation that most whites do not have the knowledge or experience to discuss a situation or share an idea with blacks. A way must be found in a discussion group to prevent whites from "turning off" blacks and causing them to hide their true feelings and views.

To this end, the "Black Citizen in America" series used a film, selected books, taped speeches, and a terminology quiz to bring the participants to the point where they could discuss the real problems of the community with actual black grassroots community leaders at the last session of the course.

The goal of the program was to increase knowledge and change attitudes concerning the needs of the black cit-

izen, in order to help him in his struggle for a meaningful family and community life.

The prospect of leading discussions on black-white problems, myths, truths, and stereotypes was so frightening to me that I think I would have given up if the need hadn't been so great. My black advisory council members encouraged me.

I enlisted the aid of the Monmouth County Library, whose dignity and academic stature helped reinforce the ideals of my program. They gave me a meeting room, paid for the rental of the film, provided a room for child care, and had the children's librarian do a "story time" during each of our morning sessions. I provided juice and crackers for the little ones and hired the sitters whom the mothers paid at a small cost per child.

Announcement of the seven-session course was made by newspaper, newsletter, radio, and a flyer distributed at the library. Preregistration was required, and a reading list (all paper-



A typical discussion group, above, examines one of the books on the reading list. A few found the language of some of the books offensive at first, but came to accept it as a realistic portrayal of the situation they were studying. At right, Mrs. Griffin checks the availability of the recommended books in the county library.

backs) was mailed to registrants so they could be prepared for the discussion at each meeting.

The suggested reading assignment in preparation for session one was the "Report of the National Advisory Commission on Civil Disorders," which is still timely today.

Other teaching materials used were:

—Session 1: a terminology quiz (25 multiple choice questions using words and terms more familiar to black than white communities to prove to whites that, just like a poor black man applying for a job, they may have intelligence without specific knowledge; and a film, "Nothing but a Man" (the story of a black family man's struggle to keep his manhood).

—Session 2: "Crisis in Black and White," by Charles Silberman. (Recognition and description of today's problems).

—Session 3: "Manchild in the Promised Land," by Claude Brown. (Brown's autobiography, describing the sights, sounds, and rhythms of the

street in Harlem where he grew up and what it means to grow up black).

—Session 4: "Black Rage," by William H. Grier and Price M. Cobbs (Two black psychiatrists tell of the desperation, the conflicts, and the anger of the black man's life in America today).

—Session 5: "Autobiography of Malcolm X" written with Alex Haley, and a tape of his "Grass Roots Speech" in Malcolm's own voice.

—Session 6: "Soul on Ice", by Eldridge Cleaver.

—Session 7: Local problems of Monmouth County discussed by a panel of black local community leaders who could tell what was really happening.

To strengthen my own understanding of the situation and to be a better teacher, I joined and became active in a citizens organization in my home town. Their activities brought me to public attention, and generated complaints to my senior agent and letters to my Director. I am happy to report that we all survived.

And what were the results of the series?

—The original course was taught to 26 homemakers.

—Eleven volunteer leaders taught five series of classes to more than 70 people.

—I organized local leaders and developed special discussion materials for them which were pertinent to the Martin Luther King Observance in January 1971. This reached an audience of 107.

—At Red Bank High School (a racially troubled school) I taught the course to 24 history and English teachers at the request of the superintendent.

—The Council of Girl Scouts used the materials and format, and with a trained leader taught the course titled "Black, White, and Green" to 20 troop leaders on their own.

—A group called the Revitalization Corps of Red Bank is teaching the course on a continuing basis independent of assistance.

Helping people become aware of

racism and its implications is extremely difficult, because attitudes and viewpoints are ingrained in people's environment and are often so subtle as not to be recognized. Black people have stereotypes about white people too, and this was brought out and dealt with in the mixed group discussions.

Class members said they appreciated the opportunity for such a unique experience. Those who were reticent at first became more at ease as the sessions continued. Soon they were discussing the most controversial black-white subjects. Each person's opinion and degree of understanding was respected by the others.

"Before people change, they need a self-appraisal," said Willie J. Hamm, president of Asbury-Neptune Concerned Citizens. "The project 'The Black Citizen in America Today' energized people to consider themselves as an indigenous part of the total process. A correlation was made between the reading experience and real life experiences. The 'have nots' are working with the 'haves', and the result is changing conditions in the community."

"The program had a great impact, as it opened the eyes of many people," reported John W. Davis, president of Concerned Citizens of Freehold. "In turn, these people were interested in doing work that would benefit the community as a whole. People involved in the program had available many resources that they shared with others."

Was it all worth it? Clinton C. Crocker, dean of cultural affairs, Brookdale Community College, pointed out that "Wide representation of leaders, both black and white, have sought Mrs. Griffin's aid and assistance for continuation of responsible attention to the needs of black people."

It took courage to initiate a program dealing with controversial issues, but I think the results proved again that the needs of the people can really be served through Extension Service ideals. □





Farm safety—a year-round concern

President Nixon has proclaimed the week beginning July 25, 1972, as National Farm Safety Week. Presidents have been doing this for many years to support the many hundreds of groups across the country working under the leadership of the National Safety Council to reduce farm accidents.

Many have complained through the years that a 1-week intensive effort was not sufficient to cope with the magnitude of the problem. Their complaints have not been without base. Agriculture has the third highest death rate from work-related accidents of all occupations.

Fatalities per 100,000 workers increased 16 percent from 1960 to 1970. The rate for the second most hazardous occupation, construction, increased only 4 percent in the same period. Mining, the most hazardous occupation, reduced its accident rate.

One could reasonably assume that nonfatal accidents follow the same pattern among the high-accident occupations, although statistics are less reliable for such accidents. Accidents causing injuries, and especially minor injuries, in agriculture are less likely to be reported than in other occupations. Two major reasons for failure to report agricultural accidents are the large percentage of farm work that is performed by family members who are not subject to workmen's compensation and relative isolation of farm families from emergency medical services as compared to the industrial worker.

That the accident rate in agriculture increased should not cause surprise. The educational effort aimed at farm safety has been relatively constant for several years. During the same years mechanization not only increased, but the machines became more complex, calling for much additional skill to assure a safe operation. To have held the accident rate constant or reduced it in this period of 1960 to 1970 would have required increased training and consciousness of the need for safety.

The foregoing summary of the situation is more than adequate justification for additional effort to reverse the

accident trend in farming. And the U.S. Department of Agriculture and the National Safety Council have jointly assumed leadership in a year-round program dealing with 12 hazardous aspects of farm living and farm work.

Each monthly effort will focus on one of the 12 areas. The program was kicked off in March and featured agricultural chemicals. Other monthly features to run consecutively and corresponding to the calendar months are tractor safety, transport safety, water safety, personal protective equipment (selected for July to correspond to National Farm Safety Week emphasis), vacation and camping, back to school, harvest safety, chore time safety, home and holiday safety, livestock safety, and shop and tool safety.

Various agencies of the Department have been asked to assume leadership for one or more of the monthly campaigns. Even though leadership is being shared, each agency has been asked to support each monthly emphasis to the maximum extent feasible.

Significant progress in the reduction of farm work-related accidents calls for tremendous educational inputs to develop awareness of hazardous situations and operations, and to motivate workers of all ages to follow practices and procedures that will eliminate so-called accidents that are not accidents at all, but rather results of carelessness. That moment saved by ignoring a step to provide safety may cost a visit to the doctor's office; a week, month, or year in the hospital; lifetime disability; and at the extreme, death.

We often hear people lament about the economic losses suffered by farmers due to uncontrollable events of nature. At the same time, an obvious cause of economic loss, accidents that in large measure can be prevented, is ignored. The economic loss to the agricultural industry through time lost and medical expenses is greater than the loss caused by uncontrollable events of nature that are visited upon farmers. All of this is in addition to the human suffering that inevitably accompanies the economic loss.—WJW