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# extension review

## Private Sector Partners



## Teamwork: Extension and the Private Sector

*Many of us are more capable than some of us but none of us is as capable as all of us.*

The team of Extension and the private sector—working as partners to multiply program participation and impact—is alive and flourishing.

It's a successful partnership which focuses on Cooperative Extension's working relationship with the private sector. That includes business and industry, agricultural, civic, and other interested groups, and over 1.5 million adult volunteers who average more than 100 hours a year conducting Extension programs under guidance of Extension professionals.

Most aspects of Cooperative Extension programming reflect the integral association of Extension staff and private sector counterparts. This interlocking network consists of private resources; Extension staff; individual volunteers serving as leaders, teachers, and in other roles; and clientele who help plan and who participate in and benefit from cooperatively conceived programs.

### Agricultural Programs

In the agricultural programs area, the Extension-private sector partnership covers many private organizations, such as commodity groups and agribusiness organizations.

National Extension-industry resource committees are composed of farmers, Extension specialists, commodity and agribusiness representatives, state and federal Extension program leaders, and resource people from other USDA agencies. Similar committees and work groups exist at the state and county levels. Often, these groups are networked together, which provides communication from local to national level.

These committees review educational needs of producers and advise on developing educational materials and programs to meet these needs, resulting in numerous publications and programs.

Use of educational materials and participation in programs developed

through this mechanism succeed because producers feel they are involved in developing what they want and need. Producers and other clientele identify with and take ownership for materials and programs they themselves have helped plan and develop.

Other private industry cooperation includes joint planning and participation in workshops, symposia and seminars, joint extending of educational information, joint priority setting and evaluation of programs. Industry also provides Extension with demonstrational materials, facilities, and equipment.

### 4-H Youth Program Involvement

Within 4-H—the youth component of Cooperative Extension—private sector resources totalled \$3.5 million at the national level (1982) and about \$30 million statewide and locally (1982). These figures do not include the personal time, purchase of materials, and other out-of-pocket expenses of the 600,000 volunteers in 4-H—costs that totalled about \$1 billion. People would not expend such amounts of time and money unless they believe the programs will be in their own best interests.

Through the National 4-H Council, major donors to the 4-H program provide national and regional college scholarships, helped build and maintain the National 4-H Center, and provide minigrants to improve leadership and citizenship development.

Private citizens in 4-H and in other Extensionwide activities serve on state and national committees to develop needed nationwide programs, consult on fund raising, and provide specialized training and educational materials.

### Natural Resources and Rural Development

Extension's partnership with the private sector is equally paramount and vital in natural resources and rural development. Citizens and industry representatives keep the programs targeted to users' needs. Contributions vary from providing demonstration farms and woodlands to serving on community boards and advisory groups in fish and wildlife and other natural resource areas. Interested citizens donate time and skill as consultants for community development and issues and efforts, and they provide followthrough for resulting projects.

### Home Economics and Human Nutrition

Within home economics and human nutrition, private industry cooperates with Extension in many of the same ways as with the other program areas. At the federal level, they join in underwriting programs, such as the Sewing by Satellite telecommunications conference last year, and the year-long Food and Fitness Campaign.

Cooperative Extension staff in home economics and human nutrition have links with hundreds of private organizations. The support and contribution of the private sector multiplies manyfold the work of over 4,000 Extension home economists in reaching American families.

### Future Trends

What future trends will shape the Extension and private sector partnership? Extension's original charge of nearly 70 years ago, to interpret, disseminate, and encourage practical use of knowledge, remains its charge today. Extension transmits research to users and users' needs to researchers. Extension also is a change agent, a vital educational system that exists to develop programs that will meet changing needs of the diverse clientele it serves.

Extension's role as facilitator and catalyst represents a leadership style increasingly common and appropriate today. Extension staff at federal, state, and county levels work with people in the private sector and government.

One of Extension's strengths continues to be that of involving people throughout this process of program development. By working with us from the outset, program users take ownership of them and will see that they continue.

In recent years, many factors have combined to strain our national resources. Now, more than ever before, participatory leadership of Cooperative Extension with clients and in partnership with the private sector is absolutely essential.

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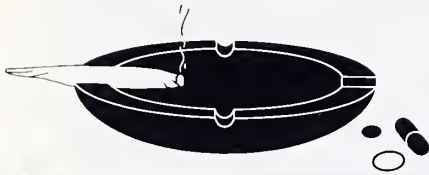
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## extension review

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# Salvaging Alabama's Timberland

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Harvest the best and leave the rest seems to be the motto of many forest owners. Often, the tendency is to take all marketable trees and leave little more than "green junk." Some even refer to it as the "rape" of our timberland.

In an innovative educational program initiated by the Alabama Cooperative Extension Service (ACES) and Alabama River Woodlands, Inc. (ARW), timberland owners in four southwest Alabama counties are using a different approach. More than 50 landowners in Clarke, Conecuh, Monroe, and Wilcox counties have implemented forest improvement practices on almost 5,000 acres with impressive first-year results.

## Early Adopter

Chester Barnett of Monroe County is one landowner excited about improving his timberland. First, he identified the areas needing the most improvement, where his efforts would show the greatest benefits as soon as possible.

He decided to regenerate areas that had been clearcut and left empty. In the fall of 1982 and winter of 1983, he salvaged cut trees from 60 acres, double chopped in preparation for planting, and planted pine seedlings.

In the spring of 1983, he cut low-quality trees from wet areas and treated the stumps with an herbicide. During the summer he burned and mechanically prepared any wet areas. This winter he will plant those areas. He has also thinned about 100 acres of timber.

## Improving Forestland

Other timber owners carried out 11 different practices, including prescribed burning, chopping and mechanical site preparation, im-

provement cuts, clearcuts, thinning, salvage operations, and natural regeneration, and control of kudzu, a major problem in pine timber production in some areas.

Forest improvement practices implemented on the 4,544 acres will increase the amount of wood available for purchase by 3.5 million cubic feet over the next 35 years. In constant dollars (excludes inflation), the practices will generate \$443,115 of timber revenue to the local economy. The program generates \$3.12 in benefits for every dollar spent. A recent assessment of the federally funded Forestry Incentives Program reports an average return on investment of 8.3 percent, while return on investment of the Alabama program is 9.9 percent.

This program developed because ARW's foresters were involved in traditional Extension programming, and because of the tremendous civic-mindedness of ARW's management. As a pulp producing company without a land base to supply wood, ARW is interested in innovative, efficient alternatives to increase the overall future wood supply.

Robert Frese, executive vice president of the company, says, "What we're trying to do is grow more timber, not for us, but for the industry. We feel that if the timber is there, we'll get our share."

## Landowner Programs

Alabama River has taken several approaches to accomplish this goal. Like many other pulp and paper companies, it has landowner assistance programs available to people in the area. Also, ARW has established a "reforestation educational fund" from a self-imposed, 10-cent-per-cord severance tax held in escrow. Projects funded thus far have included a "think-tank" conference to address the needs of

private nonindustrial landowners and partial support for a feasibility survey on the replacement of a major river bridge in the area. ACES and several other organizations receive grants from the fund. The resulting program involves a common concern of ARW and ACES; regeneration and productivity of small private nonindustrial forest lands.

## Extension Forester Involved

The \$75,000, 3-year grant given by ARW to ACES is used to employ an area forester, who works as a part of the county Extension staff in each of the four counties. ACES has full responsibility and supervision of the area forester. Both parties agreed this would help preserve the "credibility and independent recommendations" of the Extension agent.

Extension's regeneration educational program consists of traditional Extension teaching methods as well as an innovative "landowner tracking" project, which involves identification of individual landowners who might be interested in regenerating their forest lands. Various means such as referrals from other county agents, other agency personnel and industry foresters have been used successfully to locate these landowners. Lack of referrals certainly is not a problem.

Landowners are individually contacted and recommendations are made appropriate to each situation. Many landowners are referred to other agencies or individuals for specific help. Consulting foresters, company foresters, Alabama Forestry Commission personnel, Soil Conservation Service people, private vendors, and students from the local community college have all been involved in the effort. Their support and cooperation has been pleasant and helpful.

The idea of the program is for each appropriate agency or individual to be of help to the landowner. The area forester most frequently serves as the “facilitator” and makes sure the right individuals are contacted to carry out regeneration and other improvement practices.

### **Traditional Methods Continue**

Traditional Extension methods are carried out in cooperation with other agents working in the four counties. Over 400 people went on the forestry tour held in each of the four counties so that landowners could observe regeneration practices and other forest management techniques.

Result demonstrations have been started in each county, and regeneration techniques of the demonstration properties are being shown, including several natural techniques, such as leaving seed trees and shelter wood cuts. Other techniques, such as site preparation, tree planting, thinning, and prescribed fire, are also included.

Mass media efforts through five weekly newspapers disseminate information. Circular letters give landowners specific and timely information also.

### **Overcoming Disinterest**

The area forester is also determining why some landowners are not interested in forest regeneration and improved management techniques.

Three basic reasons have been identified:

1. Some people do not trust consulting and industry foresters—in the past, a forester did a bad job, so landowners presume this will occur again.
2. Probably the major deterrent for nonindustrial landowners is the initial investment required to make

unproductive land productive. For someone to take advantage of benefits from the new reforestation tax incentives law, “up front” money is necessary.

3. Some management practices are not readily available to small acreage landowners; for example, finding someone to paint boundary lines around 40 acres or to inject 10 acres at a reasonable cost.

### **Removing Barriers**

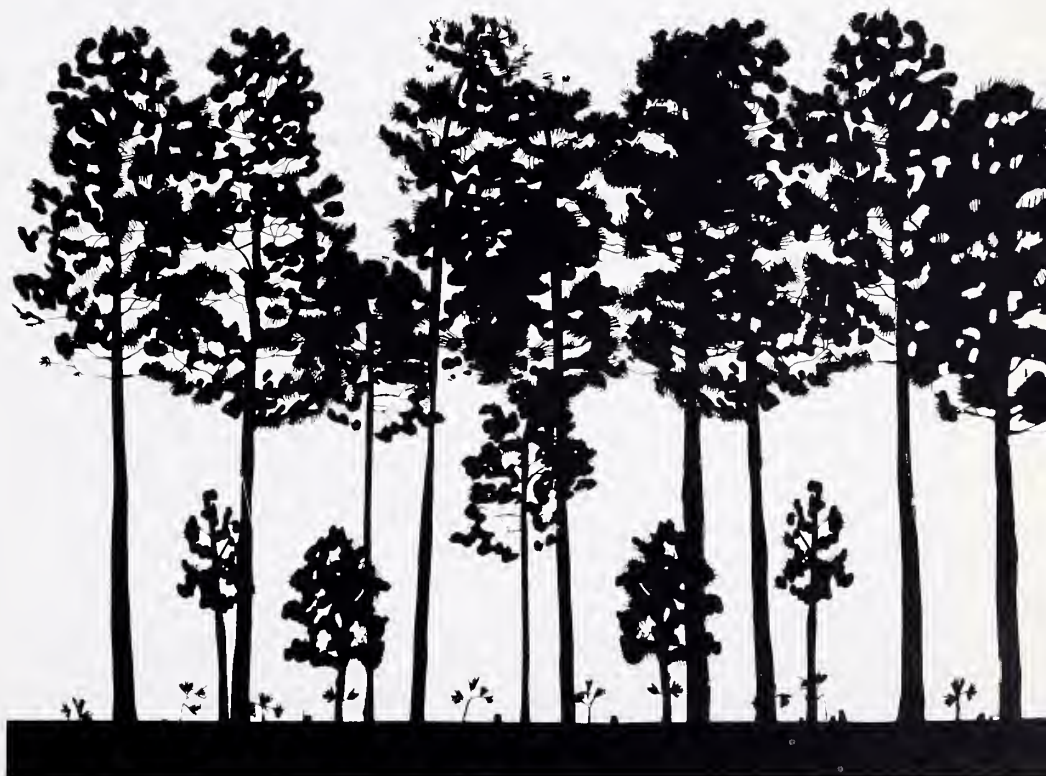
Efforts are being made to break through the barriers.

Extension is drawing landowners and service vendors together to get regeneration jobs carried out. A vendor may set up a business specifically for small acreages, which would boost the program. Of landowners now involved, 47 percent own 40 acres or less while 41 percent own from 41 acres to 500 acres.

As trained vendors become available and mistrust is overcome, the “up front” cost will likely become less of a barrier.

So far, both ACES and ARW are pleased. Frese says, “We are interested in the attitudes and good feelings created by the area forester. Results indicated by the number of acres under treatment are impressive for the first year. It is beyond our expectations.”

J. Michael Sprott, ACES director, reports that “Everybody in this group is convinced that education—or the lack of it—is the root cause Alabama landowners don’t regenerate their timber. What we have here is an action-and-result oriented program.” He calls ARW support, which helps make the program possible, “a milestone in funding,” adding that he knows of no other program similarly financed and he hopes firms in other areas of the state will follow the example. □



# 4-H Partnerships: A Flourishing Tradition

Andrea J. Burney  
Print Media Coordinator  
National 4-H Council  
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Public-private partnerships are “buzz words” today. For 4-H, the youth program of the Cooperative Extension Service system, these partnerships have been a reality for more than six decades.

From early beginnings of association, when business leaders saw the need to recognize and encourage the 4-H learning experience, the tradition of private support has continued and flourished.

In 1982, private gifts to 4-H from corporations, foundations, and individuals through National 4-H Council totaled \$3,781,392 — an increase of more than one-quarter of a million dollars over the previous record in 1981.

At the local and state levels, contributions from the private sector help to support all kinds of events, recognition, trips, and other experiences that enhance the 4-H program.

## Time, Talent, and Treasure

While funds are important, equally important is personal involvement.

“Donors who give just dollars are getting only half a loaf,” says Robert W. Scherer, president and chief executive officer, Georgia Power Co. “It is impossible to give your time and talent to leading youth and developing innovative programs without stretching yourself. And I think a corporation or an executive who misses this point is missing a great deal.”

Involvement also brings commitment. Amoco Oil Company, 4-H supporter for 38 years, started with sponsoring the tractor awards program. Their involvement goes beyond the granting of scholarships and trips to National 4-H Congress and the providing of county medals.

Along with The Firestone Tire & Rubber Co., another 4-H sponsor of 39 years, Amoco sponsors the U.S. Eastern and Western Engineering Events. And the companies’ staff members are right there, encouraging contestants and giving them recognition for jobs well done.

“I was impressed with the active part that you, as a donor, took in the program, and I hope you will continue to show this type of enthusiasm for the 4-H members and their programs. It is important for today’s young people to know that our business and civic leaders are also ‘nice guys,’ ” James A. Rutledge, area 4-H agent, Cheyenne, Wyoming, writes to an Amoco district manager who had attended the Western Region Engineering Event.

Amoco staff worked with Extension to develop the tractor program, including new educational aids produced this year. Currently, the company president, Lawrason D. Thomas, serves on the Council’s Board of Trustees.

## Local Involvement

Many companies not only provide leadership at a national level, but also encourage employees to become involved in 4-H at the state and local levels.

International Paper Company Foundation (IP), a donor of the national 4-H forestry awards program since 1974, supports the program through its field staff. Several years ago, IP supplied instructors to teach forestry and wood products subjects to 1,500 urban 4-H’ers at 5 Louisiana state 4-H camps.

California IP foresters taught a 3-day leadership workshop at Blodgett Research Forest, involving nearly 50 youth.

IP also supported production of an urban forestry member manual and leader guide, which prompted Angelo R. Martinelli, mayor of Yonkers, New York, to write that the publication “What’s A Tree To Me?” was a tremendous help at special Arbor Day observations.

“I can think of no finer way to celebrate the values of Arbor Day than with a gift that has true educational value, and ‘What’s A Tree To Me?’ exceeded my expectations,” Martinelli writes. “Your generosity in bringing this marvelous book into being is most commendable.”

## Forestry Invitational

Prospective foresters are encouraged in the industry through IP’s support of the annual 4-H Forestry Invitational, held each August at West Virginia’s state 4-H camp. The Invitational includes competitive and fun-filled events, in addition to the “Forestry Bowl” quiz contest. As with most donor-sponsored 4-H events, IP staff attend, provide resource support, and award certificates and medals to winning teams.

“Without a sponsor a contest like this would never be a success. No matter who wins, the contest benefits everyone involved,” comments Danny Kile, a West Virginia 4-H’er who participated in a Forestry Invitational.

## Dairy and Horse Awards

Likewise, Insurance Company of North America (INA), which sponsors the national 4-H dairy awards program and supports the horse awards program, involves its agents in local activities. In Pennsylvania, an INA agent annually donates a dairy calf to a 4-H’er to raise as a project. Across the country, other agents serve as workshop resources and provide meeting space for club and county 4-H events. Each year INA provides the



*Left: Michael Fay (middle), manager, community relations, The Firestone Tire and Rubber Company, is representative of many 4-H private sector donors.*

*Below: Lloyd Besant, vice president, education and public services, The Chicago Board of Trade (right), discusses the national 4-H commodity marketing program at the Citizenship-Washington Focus Program.*

officer, has served on Council's board since May 1980.

A former 4-H'er, Seibert says he didn't learn retailing in his 4-H pig project, but he credits it with helping him learn a lot about decisionmaking and recordkeeping "invaluable to career development."

James L. Dutt, chairman, chief executive officer and president, Beatrice Foods Co., recently re-elected chairman of the Council's Board of Trustees, views his work as a personal commitment to 4-H.



guest speaker and computer workshop resources at the annual National 4-H Dairy Conference in Madison, Wisconsin.

"I enjoyed the trip to Madison more than any previous 4-H trip," says Rissa Lynn Greene, a Tennessee 4-H member. "I was given the opportunity to see some of the best cows in America and to observe different dairy systems. I am grateful to 4-H and donors for making these events possible."

Donor Company representatives also go above and beyond the lines of duty in their commitments to 4-H. One such individual, George Wilkins, manager of communications, Carnation Company, was recognized this past November at the 61st National 4-H Congress as the recipient of a National Partner-in-4-H award. Aside from encouraging Carnation's support for the dairy

foods awards program, Wilkins participates regularly in national 4-H events. He also has been instrumental in continuing to supply 4-H with free, high-quality dairy foods literature and in garnering support for funding new educational aids for the dairy foods program.

#### **National 4-H Center**

One of the most tangible examples of the public-private partnership is the National 4-H Center, built and expanded through contributions from countless 4-H members, leaders, and staff together with corporations, foundations, businesses and individuals.

Mrs. J. C. Penney, widow of the founder of the J. C. Penney Company, Inc., took a personal interest in the building of J. C. Penney Hall, the main administration building on campus. She visited the site frequently as it was being completed, and she participated, along with many private sector representatives, in the dedication of the expanded Center in 1977.

J. C. Penney had taken a personal interest in 4-H. He attended one of the first regional leader forums—now sponsored by the Penney Company annually in all four U.S. regions. Donald V. Seibert, chairman and chief executive

#### **Productive Venture**

"4-H reinforces my belief that helping people perform to the best of their ability is the best way to run an organization and to build the character of individual members of that organization," Dutt says. "But 4-H is more than allowing individuals to perform. It is a venture between government and private enterprise that has produced great results."

Beatrice Foods, a supporter of 4-H for 15 years, has sponsored the national 4-H home management awards program for the past 5 years. In 1982, the company made a major contribution to improve the National 4-H Center's largest assembly hall.

The donors mentioned here represent a few of the many public-private partners at work. Today, 4-H looks to the future with confidence in its ability to meet youth needs as identified in several recent studies.

Recently, the Council's Board of Trustees approved an expanded effort to increase private support. That way funds will continue to be available to support the steady growth and influence of 4-H. And right along with those funds will be the people, giving their time and talent as private sector partners with 4-H. □

# Raising “Woolies” in Cattle Country

Dan M. Crummett  
Extension Information Specialist  
Oklahoma State University

Increasing the number of sheep in the middle of Cattle Country USA is not easy, but when producers had enough interest to invest in a partnership with Cooperative Extension, it was just a matter of time until “the woolies” were an economic reality.

Oklahoma agriculture has always been known for its wheat and cattle; sheep were usually raised as 4-H projects and by the purebred industry. But north-central Oklahoma, an expanse of wheat pasture, provides a virtually untapped comparative advantage for commercial sheep production.

That vacuum began to be filled in 1977 when the sheep numbers had dipped to 72,000 head—lowest since their peak during World War II. OK Sheep Expansion, Inc., formed that year. Today, there are 117,000 sheep in the traditionally cattle-oriented state, with flocks growing about 10 percent per year. Lamb is finding its way into meat markets and family menus—even at times other than Easter!

## A Winning Wool Pool

And, the producers have developed a wool pool strong enough to bypass soft markets in favor of years with higher prices.

The turnaround wasn't easy, nor is it complete. Much educating remains to be done, considering most Oklahomans have never eaten lamb, and those who have remember the mutton served in the military—hardly a reason to support their local lamb producer. But the 172 producers who make up OK Sheep Expansion are not giving up. They can raise the product; now they are looking for places to sell it.

In the midseventies there weren't enough sheep in Oklahoma to warrant an Extension specialist

assigned solely to them. Some producers realized the need for additional expertise in the production and marketing of their product, and they went to agricultural administration at Oklahoma State University about a partnership proposal.

## Partnership Proposal

The idea caught on, particularly when the producers agreed to put up \$5,000 to help hire a specialist. Says Clem Ward, Extension marketing specialist at OSU, “It was a perfect example of what a small, organized group of producers could do with not a great amount of money.” They began to see immediate, measurable results.

One result, which has been a driving force in the success of the hybrid Extension program, was that Sid Ercanbrack, sheep specialist, was assigned to OK Sheep Expansion's original six-county area during the first 3-year pilot program.

Ercanbrack, a native of Utah with two generations of shepherds and a sheep production degree behind him, was working at the U.S. Meat Animal Research Center in Clay Center, Nebraska, when he took the Oklahoma position. At Clay Center, he had marketed center lambs by telephone—an activity which would come in quite handy in a beef state with no market for sheep.

Assigned to the new project, Ercanbrack was housed in Enid—the heartland of Oklahoma wheat. OK Sheep Expansion had 3 years to make it raising and selling sheep.

## Fall-Born Lambs

With thousands of acres of winter wheat pasture coming on during autumn and the peak demand for lamb set around Easter, producers needed to plan around fall-born lambs. OSU research showed a western Rambouillet/Dorset cross

would do well on winter wheat pasture and also rebreed in the spring.

“To start with, we hauled yearling Rambouillet ewes out of the San Angelo, Texas, area to start our flocks,” Ercanbrack explains. “We'd buy more than we need, ship them to Oklahoma, and sell the excess as replacements to help pay for the ewes in the flocks. That worked well for a while but the economy began to soften, and we were worried about what to do with the excess.”

To relieve that worry, Ercanbrack worked with students and faculty of a nearby 2-year college to videotape the ewes available. This was the first video-auction held of Oklahoma sheep. In the meantime, slaughter lambs produced by the growing Oklahoma flocks were being sold through a tele-auction set up as an outgrowth of Ercanbrack's experience in Nebraska.

The tele-auction, now a computer auction, runs 30 times a year. During peak use, in 1981-82, over 15,700 lambs were purchased for out-of-state shipment.

Now that fall lambing is an accepted practice, Sheep Expansion members are working to boost efficiency with twinning and to improve management.

## Pushing Lamb

The real problem is what to do with a premium, homegrown product whose traditional market is geared to holidays and is on the East Coast.

“I've always preached for producers to get their fair share of the market price, they have to push themselves up the marketing channel,” Ercanbrack explains. “With that, I have urged the producer committees to look at selling lamb for consumption right here in Oklahoma. . .”





So far, that's been a rocky road because most Oklahomans were weaned on beef.

During the past year, OK Sheep Expansion members and their families have visited grocery stores and high-school home economics classes in nearby Enid, Ponca City, Stillwater, and Oklahoma City. There, they handed out lamb samples, lamb recipes, and tips on use in everyday meals.

#### **Some Success**

The effort aimed at moving 30 lambs a week in a cooperatively owned refrigerated truck, Ercanbrack reports. "We've found, however, as long as we're in the stores, heavily promoting lamb, the sales are up. When we back off, the sales drop. It's very difficult to get people to incorporate something new into their daily menus. We've had problems keeping the price competitive with pork, beef and poultry."

They have not failed, however. The group is delivering lamb to the

stores, although at a lower-than-hoped-for volume, so some Oklahomans are eating Oklahoma lamb.

Also, the wool pool is alive and well.

"With the volume of all our producers, we have a sizable amount of wool for sale in Oklahoma, now," Ercanbrack says.

"In 1980 we sold 70,000 pounds. In '81, 68,000 pounds, and in 1982 we didn't sell because the bottom dropped out of the market," he adds. Producers held their wool until early 1983 when it sold for about 58 cents a pound.

Oklahoma's sheep production weathered a drop in national sheep numbers last year, with a 10-percent increase. That gives OK Sheep Expansion producers optimism.

"The organization has been a proven success so far, and I figure it will be around for a number of years," says Dick Detten, group president. "Merchandising is tough,

but we haven't given up. We're going to reassess our progress and determine what to do after that."

#### **Use Elsewhere**

Although this particular project created a supply of sheep in cattle country, then set about to create the demand, Clem Ward says the approach could be used in almost any case of a lesser known commodity.

"If a group of producers with a commodity take it upon themselves to get help from a university, the chances are good they'll be successful if they put up some funds themselves," states Ward. "It doesn't always take a lot of money, but the investment can 'purchase' some research and Extension effort which usually is channeled toward the more popular commodities."

So Dick Detten and other OK Sheep Expansion members will continue to believe in, raise, and market their "woolies" in cattle country. □

# Business Conference for Working Women

Louellen Wasson  
County Extension Home Economist  
University of Vermont

What do women want to know about establishing a business? These were some of the topics listed by 170 participants at the "Women + Business 1983" Conference in Vermont:

- Business Management Skills
- Role Models and Mentors
- Training for Re-entering the Job Market
- Job and Career Counseling While in School
- Supportive Families
- Equitable Pay for Comparable Work.

The day-long series of workshops and general sessions was sponsored for the second time in 2 years by the Extension Service, in cooperation with several business and community leaders, and other agencies.

## Why This Conference?

Extension programming has responded traditionally to identified needs and economic trends within the community. A growing number of Extension homemakers and other women in Chittenden County, Vermont, are returning to work or using their skills in small or home business enterprises. Small business workshops, cosponsored by Extension Service and the Small Business Administration, have already been assisting potential business owners, but no events have been directed specifically to the needs of inexperienced, underpaid, and overburdened working women.

Attending a conference in Boston on these concerns, I learned a lot about educating women in business. For example, women need opportunities to learn good business skills rapidly to catch up with men long in the business community. Women also need business networking contacts to reinforce their business ventures economically. So our two Vermont conferences have maintained these central themes while addressing local economic and social trends.

Throughout the "Women + Business 1983" Conference, these issues were central for working women and were treated through general sessions and small group discussions such as:

- Family Support
- Success Ladders
- Career and Job Changes
- Self-Presentation Assets
- Problems in the Workplace.

Workshops, lasting 1-2 hours, were presented in the morning and afternoon with some, such as Career Options, being repeated. A town meeting-like atmosphere existed, while concerns such as how to talk to bankers, and the future of recreation-related businesses, were addressed. Blocks of time for small group discussion and individual networking were slotted throughout the day—a continental coffee hour in the morning, a round table luncheon, and an evening reception. This conference design proved to be workable for participants because it gave many opportunities for learning and sharing ideas.

## Why Do Some Succeed?

Why do some women succeed in business while others fail? Speakers agreed that ability to succeed is based on family support. A co-founder of the widely known Bennington Potters, Gloria Gill says she was fortunate enough to grow up in a home where "there was strong family support for women in business," and today she believes this led significantly to her success. Through her years in business and in education, Gill recognized that women were not being educated for a life of work in the real world. Colleges were "preparing women for a world that was no longer there," she says. Women were learning to be well-read wives, mothers, and community volunteers. In reality they were working after college and needed career counseling for their futures as working wives and single parents.

## How to Move Up the Ladder

Women face lack of advancement. Eleanor Roosevelt once said, "No one can make you feel inferior without your consent." "Remembering this," Doreen Sheridan, Vice President of the Chittenden Trust Company, says, "would help us over the rough places." Women need to learn to take criticism on the job, not to see it as a personal critique, when job performance is the issue.

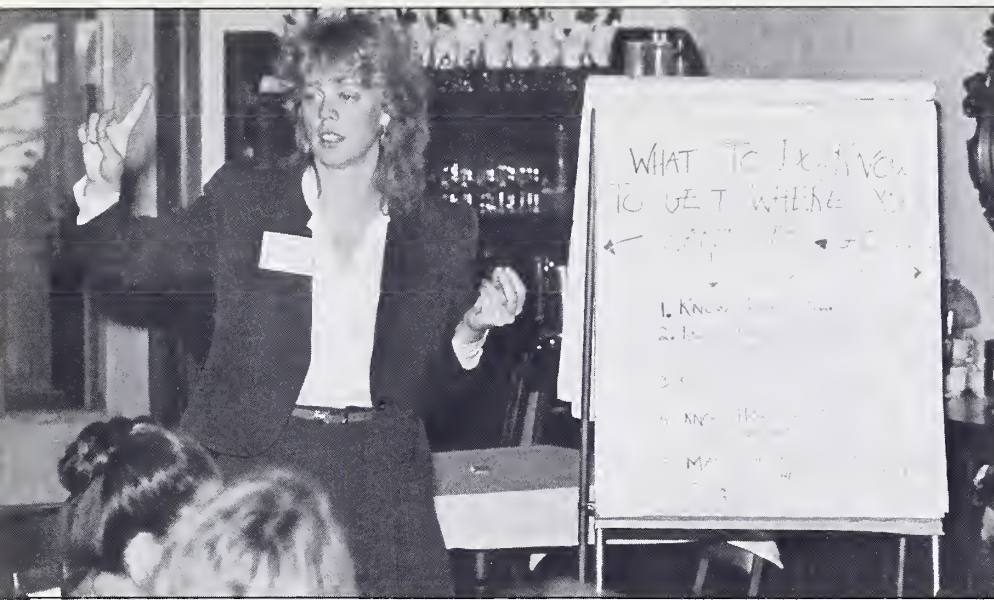
To develop the skills needed to advance in the workplace, Sheridan suggests that women should: (1) not sit and wait to be discovered, but go after what they want, (2) take risks, (3) play to win, not just play for the exercise, (4) learn who is who in the "zoo," who can help or hurt you to get what you want.

Childhood failures often give conflicting messages to boys and girls, which later presents problems for women in the workplace. For example, when a girl strikes out at bat in a softball game, her father comforts her and says he hopes she'll do better the next time. When a boy strikes out, the same father admonishes him and says, "You didn't keep your eye on the ball." The girl is learning that it is acceptable to fail, while the boy is learning that to gain approval, he must succeed at the assigned task.

So men and women often approach challenges and criticism in the workplace differently.

## Career Options

Women often do not know how to get a better job or how to find one. Ellie Byers, a career counselor, provided job seekers with step-by-step instruction. For example, workshop participants filled out, "Are You Ready?", a job hunt preparation checklist; "My Ideal Working Condition," a wish list; "Work Values Clarification: What Do You Want From A Job?"; and, a "Career/Life



*Ellie Byers, a professional career counselor, provides Vermont women who are inexperienced job seekers with valuable career advice. She taught one of the popular workshops at the "Women + Business 1983" Conference in Vermont.*

Planning Chart." Participants also received a "nontraditional job hunting strategies self-help bibliography" for further readings on career help (contact Wasson to see these handouts).

### Self-Presentation

How women express themselves in family and work situations often dictates how they are perceived. The failure to understand the differences between how men and women speak was examined in one workshop, "Finding Your Own Voice." Women think of themselves as helpers and care givers. Many women are at ease with this and it is carried over into the workplace.

Workshop participants learned that more women than men take relationships into account in decision-making. This difference could result in two alternate viewpoints about one situation. For example, a man would decide to appoint committee members based on their political influence, while a woman would tend to appoint people with whom she could work effectively and cooperatively.

Another aspect of self-presentation was addressed in the workshop, "Packaging Yourself: Your Graphic Image." As women in small businesses frequently present themselves and their products poorly in a self-effacing manner, this slide-tape presentation showed the participants how to achieve a better image. By using bold color, creatively spaced letter type, telescoping

graphics, good photography, and simple layout, they could change their image from obscured to important. They learned how to redesign their business image to be more dynamic and competitive.

Brochures and pamphlets women put out sometimes depict a less than professional image. An example is mimeographing covers for publications. For a little more money, a much better cover can be produced in print, sometimes using two or more colors. The brochure for the conference was designed based on these principles of improving the image of Extension programs.

### Problems in the Workplace

Women continue to face inequity in the workplace, such as unequal pay for comparable worth. More than 50 percent of women perform traditional women's work. In the workshop, "Money and Work," women learned that they would need to change occupations or redefine the jobs they had to gain equity. Pay inequities are staggering: At 1981 pay level, the typically female occupation of registered nurse averaged \$15,000 a year, while the typically male occupation of doctor averaged \$80,000 a year.

Another problem women deal with is the lack of ability to gain and manage power. Power provides a means for getting things done. Inexperienced women should prepare themselves well before seeking positions of power.

Power and its effective use call for skill and judgment; without these, power will not last.

### Evaluation

At the end of the conference many participants stated that they felt the day had been filled with opportunities for personal development and business skills training. Of those attending, 93 percent filled out a comprehensive questionnaire that we will review and analyze. The data will show a profile of the participants, their educational needs, personal goals, and business objectives.

Throughout the planning of this year's conference, many agencies and businesses contributed to the overall success of "Women + Business 1983." The Small Business Development Center of Vermont, the Small Business Administration, the Vermont Retail Association, and Business and Professional Women's Club provided major direction on the planning committee. Other influential members included Extension Advisory Board representatives, home economists, real estate and advertising executives, human development specialists, attorneys, and small-business owners.

With this expertise, Extension produced an exceptional educational opportunity for working women. Extension is helping to fill a gap for many women who have been struggling to acquire business skills and career planning techniques. If lack of knowledge on these subjects is typical of women's educational preparation for life, as one of the speakers pointed out, we could conclude that today's frustration among many working women results from yesterday's education, or lack of it, and of having grown up during a time when few women were seen as achievers in the business world. Extension will continue to address the needs of this audience as we plan future programs. □

# A Model of Program Image Development

Stu Sutherland  
Public Information Officer  
Extension Service, USDA

The nationwide 4-H educational program for youth is a classic example of “private sector involvement.”

That is, at the national level there has been, and continues to be, historic support by corporations, foundations, organizations, and individuals willing to share resources of time, talent, and money. They provide supportive printed materials, competitive activities awards, and in many other ways, they assist this youth-oriented program.

On a different scale, but just as enthusiastic, is the support for 4-H by the private sector at both state and local levels. Such support may range from a “national” scholarship award sponsored by a state association, to a 4-H boosting advertisement in a small town weekly newspaper that’s sponsored by a local business during National 4-H Week.

## An Idea Is Born

The private sector corporations of our country commonly advertise their “wares” in almost every possible media. They spend “megabucks” to hire the creative talents and services of “ad agencies” to “market” their products.

In very general terms, a company with a product will invite “ad agencies” to: see what the product is; prepare a prospectus or portfolio of how they would advertise the product; and, to then bid on the amount it would cost the company to avail themselves of the services offered by the “ad agency” to “sell” the product to potential consumers.

The “model” to be discussed below relates to all this: marketing, “ad agencies,” and “selling” something—4-H. It began as a simple idea: get some help to promote the 4-H program in one (Virginia) county. That help came from a marketing student in a college close to the county.

## The Megabucks-Saving Idea Grows

James M. Orband, Extension agent in Yorktown, Virginia, a town near the College of William and Mary campus in Williamsburg, remembers how in 1979 he needed a speaker for a district-wide Business Management Workshop. He contacted professor Bill Rice of the School of Business who was willing to help out by giving a talk on “promotion.”

“I later thought,” Orband recalls, “of how the college students (in marketing) might assist us in promoting our services. I talked to Bill about having one of his senior students do a study project for 4-H. He agreed and assigned me a student and that student prepared a great program for York County. This led, in 1982, to talking to Bill about his class doing a national marketing program for 4-H.”

Even though a college class is not a private sector “ad agency,” it would still cost the students some money to buy the supplies and services (such as photographic development) if they were going to create samples of their marketing ideas and show them to anyone, and particularly to their professor for a final grade.

The 4-H budget in York County could not absorb the extra cost, and neither could the state 4-H office at Virginia Tech. They suggested Orband contact the national office at USDA since it would be a “national” marketing program.

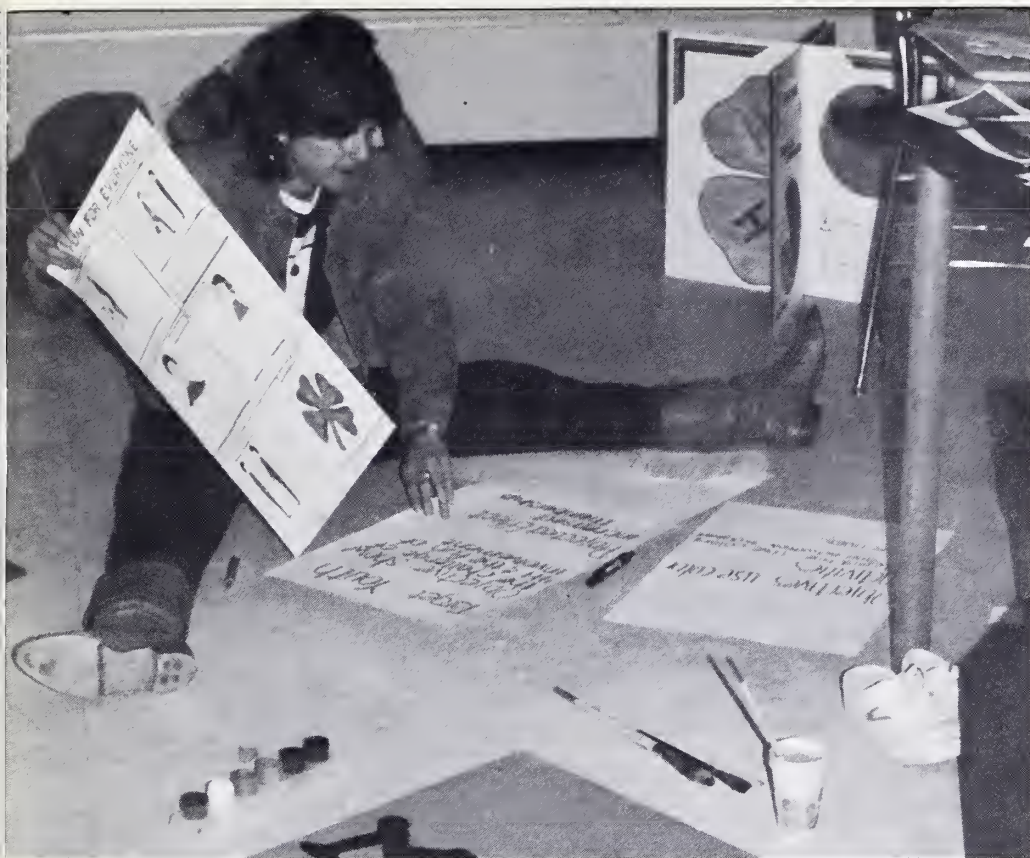


Thus, I and others in the Extension Service-USDA 4-H-Youth office held a conference call involving the agent, the professor, and ourselves. We liked the basic idea, we were pleased with the realistically low \$2,500 figure for needed funding, and we certainly saw the potentials involved.

## The Idea Develops Into A Plan

What was our \$2,500 going to buy for us? It turned out this way. There were students in two marketing classes who could focus their scholarly and creative talents on the project. The classes were senior-level courses, but the students involved were a mixture of juniors and seniors, most in the School of Business curriculum. The two classes were each divided in two, so the total of 86 students were assigned to one of four groups.

Their assignment was to consider themselves as “private sector” advertising agencies who would make formal presentations (with a fully developed portfolio of marketing methods) to a panel of judges as their “potential clients.”



might be produced in bulk at either the state or national levels. We offered to consult via phone or during student visits to our Washington, D.C., offices.

Since most of the materials would be for county use, and since the enthusiastic originator of the idea was only a few miles away in York County, Jim Orband got the brunt of the student questions and visitations. It was the action, activities, and the youth and adults involved at the local level that interested the college students most. After all, local people would be the "audience to sell" with the four groups' promotional marketing plans. It also helped that the professor and a few of the students were former 4-H'ers—though a big majority of the students had not been.

#### **A Panel of Judges**

As a "company with a product" (the 4-H program) to market (by creating a greater awareness), we needed a panel of judges. The panel would consider each of the four "ad agency" (students) presentations as the four groups each vied for our "You Are The Best" determination. Each judge, either during or immediately after every presentation, would be writing both criticism and praise responses—and professor Rice would use those written remarks in his critique with the class members.

Creation of a panel made the presentation situation faced by the students as realistic as possible, as they would be facing exactly that (the real world of advertising) shortly after their graduation.

Faced with four groups who would give rapid-fire presentations lasting somewhat less than an hour in length for each of the groups, it was



*One of four marketing student groups prepares a 4-H advertising promotion based on the national 4-H theme, "4-H... Building On Experience." This group's promotional package included slide shows, display/exhibit structures, and storyboards for TV spot advertisements.*

#### **The "Client" Provides Backup**

Prior to the first class meetings, as a coordinator I delivered background items to the campus in January so the students could "bone up" on the 4-H program and all its aspects. There were slide sets, publications, two Gallup surveys on 4-H image, celebrity and other more program-oriented television spots, historical background, and a listing of what the students were to focus their marketing skills around.

Besides media elements, necessary for a nationwide campaign, we specified that the major objective was to "create a greater awareness" of the 4-H program. That is, to help people understand that: 4-H is for all youth; 4-H is up-to-date; 4-H significantly impacts the lives of members, volunteers, alumni, families, and communities; 4-H builds character, develops leadership and decisionmaking skills; and, the strength of 4-H comes from the wide variety of volunteer and professional people who back it up.

We wanted the students to develop "marketing methods and materials" that could be adaptable or useful at the county office level, though they



*Reviewing a slide set for their 4-H marketing presentation are students at the College of William and Mary, Williamsburg, Virginia. Marketing students gained class credit while developing a "national marketing program for 4-H."*

decided to have two sub-panel teams of 5 judges each. Five persons per team would keep us away from any problem of a tie vote, and as the facilitator and 11th person on the panel I would move the responses of the judges along as we switched back and forth from group to group.

#### **The Student "Ad Agencies"**

The official national 4-H theme to be implemented later in 1983 is, "4-H. . . Building on Experience," and one of the four student groups used that as their theme. The other three groups chose different themes, with supporting materials for them, for their attempts to "sell their potential clients" (panel of judges). In a year or two, one or more of their suggested themes might be used, but many of their innovative ideas will be put to good use as soon as feasible.

#### **"Picture the Possibilities"**

The first group's theme, "Picture the Possibilities," was chosen and developed by the 20 students involved to create awareness of the 150 or so project areas within the total 4-H program, and designed to create a "greater understanding" of the opportunities which 4-H provides to all youth. The thematic

message was to make both youth and adults aware of all this, and to get them to "picture the possibilities" for themselves (put themselves in the picture) when they chose to get involved.

The "package" they presented included two interesting visually cohesive ideas, one of which was fully developed and used—a "flying clover" 4-H "logo" which was seen throughout most of the presentation and related materials. The second, less developed idea was a caterpillar yearning to mature into a 4-H butterfly.

For print media, the group developed items for magazines and newspapers, brochures, fliers, yellow pages ads, a letterhead, clip art for local use, a listing of other slogans, and a slide show script. They presented a slide show, produced in six interrelated segments, with music and narration. For non-print media they designed and built three display/exhibit structures, provided ideas on use of non-print media, and provided "how to" ideas to solicit business support in the promotion of 4-H. They noted that all of the above would be for use at state-county-local levels.

For national-level advertising, they presented newspaper "fillers," sketches of possible clip art ideas for

national use, 10- and 30-second radio spots, and an example of a 30-second length television commercial in "storyboard" form. The radio spots sound effects were very well done, including a mooing cow in the back seat of a car—which brought chuckles from judges and all others attending, and certainly would have caught the interest of listeners.

#### **"4-H: The Ace of Clubs"**

The theme chosen by this group brought mixed reviews from the panel of judges—ranging from: "Emphasis on 'club' is refreshing;" to "(theme) approach is negative, focus on 'club' (is) limiting since 4-H members may be outside of the club delivery mode;" and, to "Ace of Clubs is great!" Most judges did agree that the way the theme was developed and used throughout the total presented "package" was well done, making the approach much stronger.

It became quickly clear that this second group was a more audio and visually minded group of 19 students than the first. Their strongest contributions to the day were radio spots for young people and for Spanish-speaking audiences as the major thrust of their marketing campaign, with other media forms and uses in support roles. This group also developed some potentially interesting television storyboard ideas, and some professional looking artwork. They were the only group to provide an expenditure budget to cover production costs for campaign materials.

#### **"4-H: Building on Experience"**

This group was the first of the afternoon, following a "student catered" lunch. As the panel of judges walked in they could easily see this would be the "showboat" group of the day. The front of the lecture room (where the blackboard would

be) was covered with red, yellow, orange, and blue balloons arranged in rainbow form.

These rainbow colors were carried throughout this group's campaign presentation and materials. It was later pointed out by more than one of the judges that 4-color use in almost all their supporting materials was an overly expensive situation in a time of tight budgets. They did provide potentially useful things, amidst all their glitter. One of them was a free-standing exhibit made by connecting two interior house doors with hinges into a "V" shape, with attached materials on both sides in support of 4-H program efforts at a local or state level.

They were also strong in direct-mail materials and provided a professionally done and interesting slide presentation. Somehow the "theme" got lost in all the color and gadgetry, but several excellent individual ideas emerged.

#### **"4-H: A Chance to Explore"**

This was the most "graphic-minded" of the four presentations, including a graphic contemporary version of the well-known and recognized 4-H clover. The group also presented a too long but visually strong slide show.

Their radio spots which were unique, up to date, and had great music, were tied to their chosen theme in such a way that they would be attention getting (very important on radio). They also developed very good magazine and newspaper advertisements that would, with some changes, provide an updated image to 4-H.

#### **Student Presentations**

One student, while discussing his group's new logo idea, commented

that present (or existing) promotional materials for 4-H (of what he had seen in background material furnished, and in county offices visited during the project) was "one step above dull." Reflecting on all four of the student presentations there was very little dull about any of what the judges saw that day.

We were interested in variety of ideas, materials and other things which could be adapted for use—and there was a wealth of that. It will be sifted, sorted, discussed, and quite a bit of it will find some use.

#### **Was It Worth It All?**

Yes! Speaking of one of the offered themes, one of the judges commented that it "lends itself to strengths of 4-H—but puts it in modern dress." The fresh ideas of these college students, some of their new ways of looking at things and life around them, and the focusing of their talent, ambitions, and various skills on the single problem of how to make people more aware of one (though multi-faceted) youth-oriented program was well worth it.

What they have given us to ponder over and use is more than equal to our expectations, and exceeds in potential value to 4-H the relatively few hours and dollars that we and our private sector judges contributed before and during the "day of judgment."

#### **Would this Model Work for You?**

That's a little harder to answer, but there is every reason to think it would.

It is most likely, should you want to do something along this line, that in your (or the closest) land-grant university or a more local university there probably is a professor and students willing to tackle a project like this.

Due to the professor involved in our project, the students were thinking marketing, advertising, and promotion. . . . as were we. Other colleges and universities have journalism schools, so perhaps something along the lines of helping (through a class participation project) county offices with student-generated ideas for press releases that are up-beat and "dressed in modern clothing" might be another approach.

Good, attention-getting artwork of all kinds can help support any program effort and many higher education locations hold potential for student involvement. Skits are often effective in aiding educational efforts.

It really depends on your own needs and the arrangements you could make to involve a single student, or a class of 100. The slide set that one student prepared in the original William and Mary contact with York County, Virginia, is good and "sells" the idea of 4-H in that county to both youth and adults.

#### **Last Words on this Project**

There's no intent to write a formal step-by-step report as a conclusion to our project with William and Mary. The illustrations used here may perhaps give an idea of the involvement and the end results—some of them are sure to show up down the line in our new 4-H promotional efforts. By the way, we judged the first group to have done the best presentation of the day.

It is an intense experience for the students involved. As one said to me after their group presentation was done, "that's the hardest final I ever took in my life." Then added, "Thanks for helping make it happen for us all." □

# Log On With LOGIN

*Theodore Maher  
Program Leader, Local Government  
Natural Resources & Rural Development Unit  
Extension Service, USDA  
and  
Philip Favero  
Extension Economist  
Community & Resources Development  
University of Maryland*

More and more often, scientific and technical issues are appearing on local government agendas. Racing against time, strapped for professional staff support, and facing too many demands for decisions, local officials strive to deliver the efforts that are needed and expected. Electronic means for handling information can help these local officials make decisions and solve problems.

To find solutions to problems involving scientific and technical factors, local officials require better information. Often, answers, or, at least alternatives, already exist. What is lacking is not the know-how but the system, or arrangements, for local officials to find information when they need it.

## **Cost-Cutting Technologies Needed**

Under the "New Federalism," local governments are turning to the private sector for information on cost-cutting technologies and innovations. Increasingly, local officials are seeing the benefits of an information base about alternative technologies (management methods, equipment, organizational arrangements).

One such public-private sector partnership for information exchange is LOGIN, the Local Government Information Network. Extension Service-USDA and the Maryland Cooperative Extension Service are serving as catalysts for local use of LOGIN.

Control Data Corporation (CDC) is a private sector supplier of technical information. By linking in partnership with CDC, Extension makes use of already existing operations that provide electronic-based information about technical management, equipment, and institutional solutions and helping apply these solutions to local government problems.

## **LOGIN to the Rescue**

As intermediary for LOGIN, Extension quickens the flow of technical knowledge between local governments and industry on these and other issues and can match the universe of technical assistance to user needs.

For local officials, the need for information is immediate. Crisis politics call for fast responses. Take the case of waterborne waste reuse. The local official wants to know what technologies are available? How thoroughly have they been tested? What risks are involved? What alternatives are available? What are the capabilities and limitations of different sizes of system? What can go wrong? These answers and others are available from LOGIN.

LOGIN, the most generalized of existing local government information bases, contains summarized experiences and case studies from other jurisdictions; technical data and "how-to" information; a constantly updated bank of new technologies, products, and information resources; and contacts for further information. LOGIN information topics include: economic development, education, the elderly, electronic data processing, energy, equipment, finance, procurement, solid waste, transit, waste water, and water supply. LOGIN's 14,000 pages of information encapsulate specific local government experiences. This private sector system available to Extension could not be duplicated for many times the original investment.

Many communities have found useful information in LOGIN's files. For example, Lewis and Clark County, Montana, through its Extension agent, received timely information with cost-saving potential to help

officials decide on disposing of public facilities, some of which were on the historic register of buildings. North Carolina Extension obtained information on sewage treatment alternatives and the use of sewage effluent for irrigation.

## **Speeding Innovation**

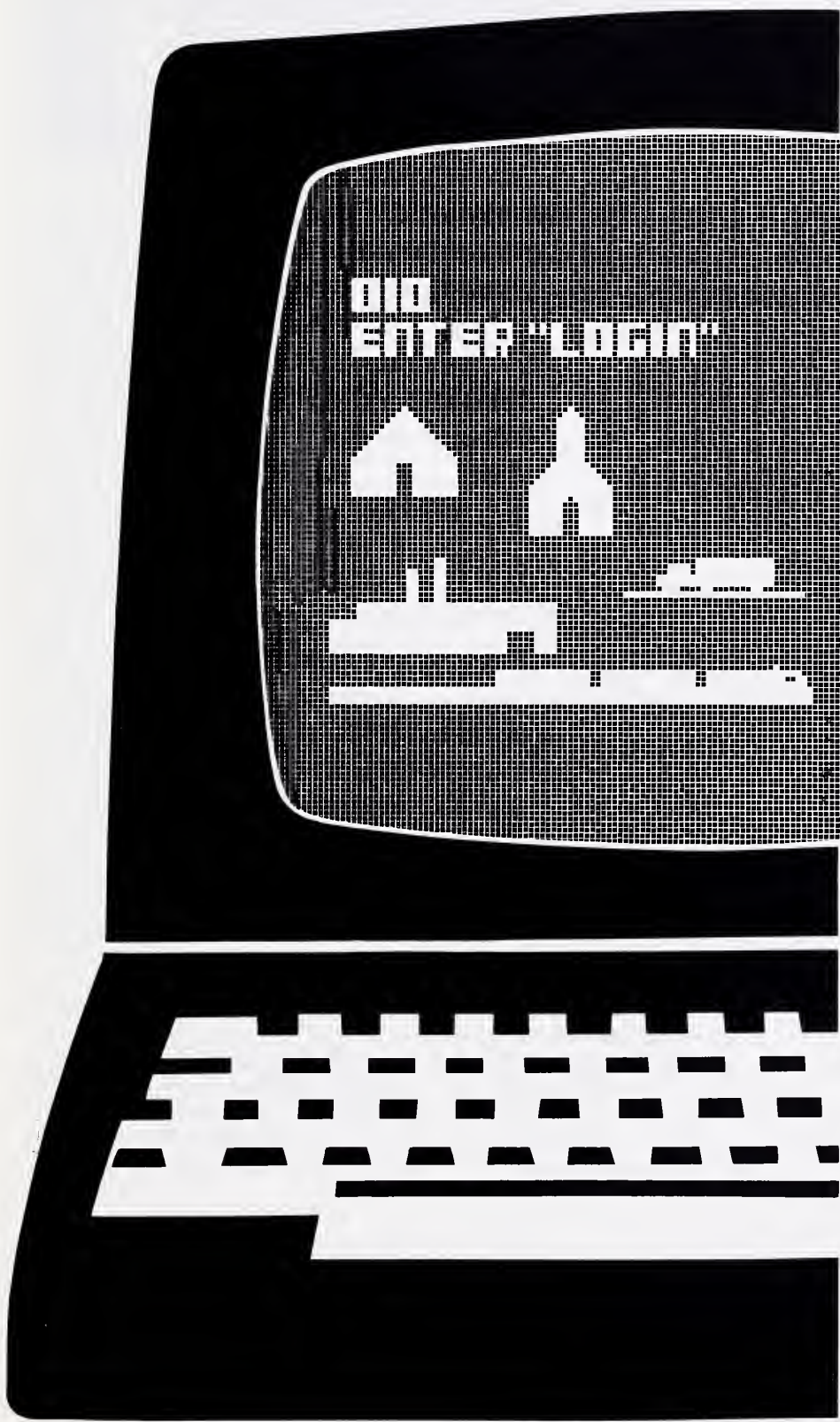
Local governments implement new technology slowly. Individuals or a set of individual innovators within local governments who work with decisionmakers can introduce information, assess its expected consequences, encourage internal support and promote the necessary conditions for initial use of the new technology. Extension specialists and agents can identify and assist local innovators to enhance this key factor. Extension personnel become the catalysts and brokers between innovation and its potential users.

## **Technology Transferers**

Extension workers can assist local governments through electronic information service in several ways. First, they can meet existing demand created by fiscal pressures for accurate, objective, timely, and relevant ideas. State Extension specialists can access electronic information services, identify useful innovations, adjust the technologies for local conditions, and introduce them to local government audiences. Field agents, also working with technologies, can identify and assist innovators within local government.

Offering electronic information services to local governments also lets Extension introduce related educational programs, in public finance, economic development, natural resource planning, or other subjects designed within Extension specifically for the local government audience. Other Extension programs, less obvious yet not less relevant to local government needs, include those in the physical and





biological sciences, engineering and consumer services—programs traditionally provided by Extension to private sector audiences.

### **Many Programming Methods**

Extension workers wanting to meet demand for new technologies within local government by using electronic information services such as LOGIN can choose from three levels of programming. First, they can disseminate information with a minimum of analysis. Specialists identify relevant units of information stored in data bases and work with agents to convey those units to local decisionmakers who have information demands. Agents identify and assist local innovators.

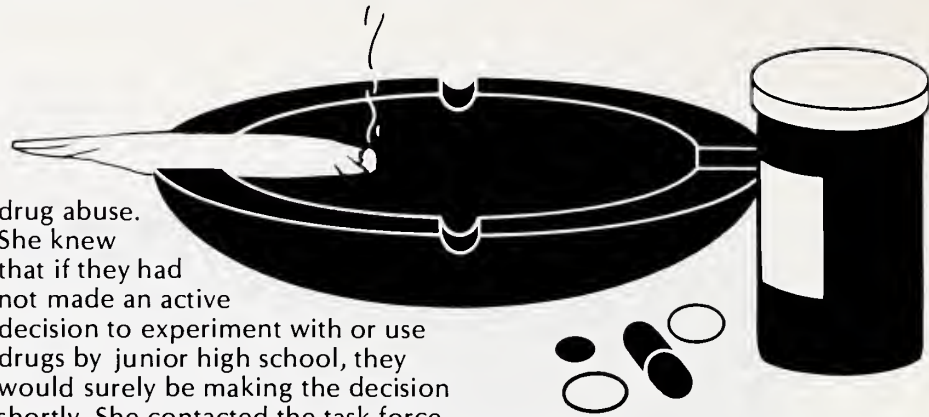
Second, Extension could supplement information dissemination by providing inhouse educational programs to local governments. Programs to meet educational demands could include obvious offerings such as government budgeting methods or innovative offerings such as horticulture advice for municipal parks' managers.

Third, Extension could link information and education needs of local governments in a form of networking to resources located within and outside Extension, universities, government, and the private sector.

Providing information and educational programs to assist technology transfer in local government is not simple or easy. But Extension can use an emerging tool—electronic information services from the private sector—to meet the rising demand of local governments increasingly squeezed by fiscal constraints. □

# Attacking Teen-Age Drug Abuse

Peter E. Shumway  
Extension Community Development Specialist  
University of Georgia



Drug abuse is a tough topic. Parents want it to go away. Kids want to avoid being hassled with questions concerning their drug activity, if any. What used to be an urban problem has become universal. In the face of this situation, what does an Extension agent do? That is what Shirley Greeson in Taylor County, Georgia, asked herself as drug-related news reached her county newspaper and questions began filtering into her office.

Since a Drug Abuse Task Force had started work at the state level to determine the Extension agent's role, she began there. Drug surveys had been carried out with Extension assistance in two rural counties in Georgia. Volunteer leaders in each community had blitzed the school system in their county. They surveyed all 8th through 12th graders in school on that day, using a survey formulated by Doug Bachtel, Extension rural sociologist.

The survey was designed to determine actual illegal use of drugs, including alcohol, by teenagers. This information could later be used to develop a program to combat drug use by high school students. Volunteer leaders were used in the classroom with the schoolboard's blessing to make the situation as nonthreatening to the youngsters as possible.

Survey results showed when, where, how, and why kids used drugs. Moreover, it established that drugs were prevalent in these communities and that, although use was slightly below national averages, experimentation with and use of drugs were widespread among these youngsters.

## Start With Junior High

Greeson decided her best role would be to educate the 7th and 8th graders in her community about

drug abuse. She knew that if they had not made an active decision to experiment with or use drugs by junior high school, they would surely be making the decision shortly. She contacted the task force to assist her in designing an educational program to teach her community's youngsters about decisions concerning drug use and abuse.

The local high school principal showed her confidence and faith in Greeson by allowing the time during school for this serious subject. The project was expanded beyond teaching to include in-service training of teachers after school, and a community program at night so concerned parents could hear what their children had learned during the day.

Greeson and Community Development Specialist Pete Shumway worked out a three-pronged series (available from the author). They would ensure that hazards of drug abuse were brought vividly to the attention of the youngsters. They wanted youngsters to be aware of what it is like to become addicted to drugs, and of how their learned values enter into decisions regarding drug usage.

The program was piloted with the idea that any county in the state, given this direction, can find the resource people available, close to their communities, to provide the proper educational material for youth to make valid decisions on drug use.

## Telling 'em Like It Is

A man who worked for a nearby mental health clinic addressed the group on the hazards of using drugs. He also assailed the myths about drug abuse, emphasizing that drugs, when abused, harm the

body. People react with widespread differences to drugs. Marijuana is several times more harmful than cigarette smoke. Drug purity is not regulated and there is no way to determine the potency of street drugs. Illegitimate drug use is illegal, can be a rip-off, and is just plain stupid.

## Restored Life

A former addict-turned-counselor gave a stirring personal testimony of his drug use, abuse, and turnaround in his life. He now helps kids deal with drug-related problems. At the evening meeting, concerned citizens not only heard the counselor's tale of collapse and comeback, but also realized that they are role models for kids and that their personal use of drugs affects their youngsters.

The final session, a self-help program, showed how to clarify the kids' own values. The program stressed the fact that while parents have influence over the youngsters, *the youngsters make their own decisions.*

Taylor County, through Shirley Greeson, has learned an important community development lesson. When a community works together toward a common goal, it makes progress.

**Note:** For outline of this series and actual drug surveys, contact Pete Shumway, Community Development Specialist, University of Georgia, Athens, Georgia 30602. □

# Oklahoma's Young Agricultural Leaders

Dan M. Crummett  
Extension Information Specialist  
Oklahoma State University

Thirty young Oklahoma farmers and agribusiness professionals are developing leadership skills and broadening their horizons through a 2-year private fund/university project.

The Oklahoma Agricultural Leadership Program, like similar programs in Michigan, Montana, California, Pennsylvania and Washington, started life through a \$200,000 private grant from the Kellogg Foundation of Battle Creek, Michigan.

Keith Scarce, Oklahoma State University (OSU) Extension farm policy specialist and director of the OSU program, says the objective is to develop better leaders for Oklahoma agriculture.

"It's not to start another farm organization," Scarce states. "These young men are already members of other organizations, and they will go back to these institutions and use their leadership make them better."

## Seminars and Travel

The participants, carefully screened nominees from age 25 to 40 years, spend about 28-30 days in seminars and selected travel experiences during their 2 years in the program.

The first year, the group traveled within Oklahoma, to the state capitol, among other spots, and outside the state to Kansas City; Albany, New York; New York City; and Washington, D.C.

On tour, the young leaders met with state and national representatives, research scientists, the Secretary of Agriculture, delegates from the Soviet Embassy, consumer advocates, and producers in Oklahoma, New York, and Virginia.

The second year will include more seminars and touring—this time an international trip, Scarce reports.

An educational program of this sort is expensive, however.

"We're talking about a \$275,000 or \$300,000 project," Scarce said. "Each participant is paying \$500 tuition, but this is just a small part of the cost of the program. We look at it more or less as 'earnest money'."

Charles Browning, dean of the OSU Division of Agriculture, stresses direct funding for the program does not come from the university. OSU's contribution to the program is in the form of assistance with seminars and Scarce's time spent directing.

## Unabashed Advocates

That's where the Kellogg money comes in.

"We are unabashed advocates of leadership development," says Gary King, Kellogg Foundation representative. "We try to assist in getting these programs started, then phase out financial support as local support increases."

Scarce states that the idea for the program came from a meeting OSU representatives attended in Spokane, Washington, where a presentation was made concerning young farmers in leadership training in another state.

"After the group returned, and sought input from various ag leaders, it was apparent the need was great in Oklahoma for a similar program," he reports.

An advisory council was formed, guidelines were set, the course of the program was developed, and the first participants were sought.

The 30 selected came from about four times that many applicants.

## High Hopes

"I think it's the best program to come out in Oklahoma since the Extension Service," says Lloyd Long, member of the advisory council. "We're going to train the real leaders in their communities. These young men don't all think alike, but they can agree, and that's what we need in Oklahoma."

With high hopes for the program, and the desire to see additional private funding channeled into its support, participant Richard Lee of Guymon, Oklahoma, looks to the future. "If we can turn out 30 leaders every 2 years in Oklahoma, we can help shape the agricultural policy of our country," Lee believes. □

# Reach Out To Antigua

John Mann  
Director of Publications, Clemson World  
Clemson University, South Carolina

A Peace Corps volunteer on a West Indies island—isolated from life as we know it—sent out a cry for help. The call eventually reached Clemson University and, as a result, over 5,000 South Carolina Extension Homemakers went into action.

More than a year later, their efforts bore fruit.

Jeanne Brown, a recent teacher of adult education classes in Columbia, South Carolina, 3 years ago signed up with the Peace Corps to do rural Extension work overseas.

Brown ended up on Antigua, a 100-square-mile dot in the Atlantic east of Puerto Rico, and was assigned as a teacher of high school home economics in a new school, with 136 boys and girls, aged 11 to 16, as students. She found Antigua an idyllic setting, with year-round tropical climate and 365 beaches—but she also found plenty of problems in paradise for a school teacher.

Poverty is a way of life for the natives in this independent nation, formerly a British possession, and Jeanne Brown found that most food and other necessities had to be imported at exorbitant prices.

## Cry for Help

In November 1980, shortly after arrival in Antigua, Brown wrote to South Carolina Congressman Floyd Spence, requesting information on textile manufacturers, swatches of material from industry, and any other educational material available. The letter reached Judith Kline, a clothing and textiles specialist with the South Carolina Cooperative Extension Service, and she collected more than a dozen texts on textiles and home economics. Sending these to Brown, Kline asked for a list of things she needed.



At the same time, Kline suggested to the South Carolina Extension Homemakers' Council's clothing and textiles and international committees that they sponsor a service project to help Jeanne Brown and her students. Tom Mounter, assistant to the state leader of Extension home economics programs and advisor to the group, approved and notified Congressman Spence.

## Gift from the Gods

Meanwhile, Jeanne Brown wrote back to Judy Kline in February 1981: "Your offer of help is like a gift from the gods. We can use everything; when you have nothing, a crumb is like a cake." She said they would welcome fabrics for aprons, pillowcases, and summer clothing; also needles, thread, seam binding, buttons, and zippers, plus books on simple sewing techniques, dress-making, ironing, nutrition, and food preparation and preservation.

At the state meeting of the South Carolina Extension Homemakers' Council in June, the call went out for help. Over 5,000 women in the clubs went to work under the co-leadership of Edna Ivey of Travelers Rest and Mary Berkaw of Summerville.

"I thought at first we would get 300 to 400 pounds," recalls Kline, "but as reports started coming in, I was

staggered. The people of our state have really gotten behind this project and made it go." By February 1982, more than a ton of material, carefully boxed in accordance with specific instructions, had accumulated.

Meanwhile, Council members had to tackle another problem: how to get together the money to ship this mountain of goods by air. "Those ladies, bless their hearts," says Kline, "raised more than \$2,000 through bazaars, bake sales, solicitation, and personal gifts. We were able to pay the freight and even had money left over."

At last everything was ready to go. Extension staff members at Clemson University loaded 2 vans with 176 boxes—3,247 pounds of cargo—bound for the airport. Shipment was made on March 24, 1982.

## The Big Day

To illustrate the impact of, and reaction to, the massive gift, here are some of Brown's comments in her letter to Kline of April 2:

"Words cannot express the great big 'Thank you' I would like to communicate to you and all the wonderful women and their Extension groups in South Carolina. I'm so proud to be from South Carolina I could burst!" □

# Extension Stars On TV

Janet Wilson  
Extension Consumer Education Specialist  
University of Nebraska, Lincoln

Gaining national television exposure for the Cooperative Extension Service was not a conscious goal when I wrote some news articles last summer on impulse buying and compulsive spenders. But because consumers are looking for ways to limit spending, to get more value for money spent, and to stretch the proverbial dollar, I thought that articles on this subject would interest everyone. In addition, compulsive spending is a behavior that is easier to hide from others than drinking, overeating, or gambling; it is also a behavior that, in more affluent times, has been associated with "financial success" or "keeping up with the Joneses." So I thought that compulsive spending might be more of a concern than anyone realized.

It certainly was! The storyline was picked up by the wire services, as many Extension releases are, and used coast to coast. To my surprise, it aroused intense interest from news reporters nationwide and several persons from radio talk shows who requested live interviews.

## Donahue Show Calls

Then came another unexpected phone call—from the Phil Donahue Show. One of the producers had seen the article in the Chicago *Sun-Times*. Her challenge to me was to "find a panel of compulsive spenders and then call me. We might be interested in doing a show on that theme."

I suggested that a psychologist could make a valuable contribution to the discussion. Because compulsive spending is often accompanied by other compulsive behaviors, a psychologist could provide insight to the problem.

## Finding Compulsive Spenders

With full support and cooperation of Extension administrators and co-

workers, I set out to find "compulsive spenders." We called Extension agents who conduct financial management programming, nonprofit Consumer Credit Counseling Services in the state, credit unions, and counselors in general.

And the old domino theory worked again! One compulsive spender knew and recommended another and we soon had several candidates. A man in the original list was rejected based on "not being introspective" and being "too rough around the edges." Others were "too meek" or their problem was not sufficiently severe.

Preparing for the show took 7 weeks; dozens of phone calls; extensive library research; interviews with prospective panelists; and countless conversations with administrators, co-workers, and the show's producer to finalize plans. My first contact with the producer had been on October 11; the show aired live in Chicago on November 29.

## On the Show

Appearing on the Donahue Show was quite an experience. During our briefing before taping, Phil Donahue told Dr. Fawcett (the psychologist) and me that the audience is the key to his success.

If either Fawcett or myself had something to say, we were to interrupt, talk over, be aggressive, "get in there."

Of the panelists, only Dr. Fawcett and I were introduced by full name and "place of origin." For me that meant being introduced as "Consumer Expert—University of Nebraska." The show's staff said "Cooperative Extension Service" was too long to put on the screen. So, it became a special challenge to me—to emphasize that the Cooperative Extension Service is an

educational source for individuals and families, available in every county in the United States.

Being on the show let us alert a national television audience to the subject of compulsive spending, as well as acquainting them with the Cooperative Extension Service.

The show's popularity came home for me when I learned that there is a 2½-year wait for audience tickets.

If interested, you can get a printed script for \$3.00 and a tape for \$50.00 from:

The Multimedia Program  
Productions, Inc.  
140 W. Ninth St.  
Cincinnati, Ohio 45202.

Restrictions for the tape include: It *cannot* be duplicated; *cannot* be used for commercial purposes; *may not* be shown to an audience where admission is charged; and *may not* be broadcast in any manner.

## Tips for Showtime

"How you say it" can be as important as "what you say." Although that's not a new idea, it has particular relevance when working with the media. And "you gotta have a gimmick" to get attention. Both held true in my experience with the Phil Donahue Show.

When asked, "Are you a compulsive spender?", people often say "Oh, I am." But on further discussion, they find they really aren't. *Impulsive spender*—yes.

Appearing on the Donahue Show was both a fascinating experience and also an excellent opportunity to present information on an important topic. I encourage others to seize the same opportunity if it comes along. □

# Parallel Partners

Betty Fleming  
Program Leader  
Information and Communications Staff  
Extension Service, USDA

What do an educational, outreach organization and a trade association for life insurance companies have in common? The answer is plenty!

Cooperative Extension Service home economists have long been aware of the American Council of Life Insurance (ACLI). Both organizations have some parallel educational mission and interests. Both organizations have some specialized resources and expertise to bring to a working partnership. The CES-ACLI relationship has grown through the years. It's "blossomed," you might say, and the "fruits of their labors" are sweet!

## Getting Started

"We've long recognized the Cooperative Extension Service as an effective delivery system for information," says Barbara Bey, ACLI Director of Community Services and Consumer Relations. "They're the biggest user of our *Family Economist* newsletter which dates back to the '50's." Bey says until the midseventies, however, the relationship consisted of ACLI supplying their newsletter and doing occasional slide-tapes for CES use.

But in the midseventies, ACLI and Extension started to explore mutual concerns for helping people manage their finances in the midst of a changing and volatile economy. A variety of programs, literature and activities resulted. Cooperative efforts involved ACLI, CES, Extension Service (ES)-USDA, and the National Extension Homemakers Council (NEHC), each making a unique contribution to the partnership.

"In 1976, we started working with ES family resource management specialist Josephine Lawyer," says

Bey. "An advisory committee of Audrey Guthrie (West Virginia), Georgia Smith (North Dakota), Denise Mateiic (New Jersey), Bea Paolucci (Michigan), Ed Graham (Director, ACLI Education Services), and myself was formed."

## Worksheets Produced

The advisory group identified inflation as a problem affecting everyone. They also recognized that many Extension home economists needed help in teaching resource management. Their first project was to develop and produce two matrices—worksheets designed for Extension home economists and volunteer leaders to use in teaching how financial needs and tasks change over the life cycle. "Audit Financial Management Matrix, Part I" and "Adult Financial Management Matrix, Part II" were made available by ACLI, in quantity, to all CES home economists. "These worksheets will remain current indefinitely," says Barbara Bey. "We use them with many other groups and organizations, too."

"After we'd developed the matrices, I knew we could do more," says Bey. "The advisory group had spent 3 days in New Orleans, working day and night, to get those materials put together."

## More Joint Efforts

A 20-page handbook for program leaders, "Adult Education In Financial Management," described how to choose, develop, and conduct an effective program in financial management for adults. No longer available, the publication was distributed to every county professional and was targeted at CES audiences.

ACLI produced with ES input and review a program guide called "Money in Our Children's Hands," targeted to Extension homemakers. Introduced by NEHC as part of their

program of work, the material was used by hundreds of clubs and is still available.

Also available, "Guiding Your Group," is another joint effort. This attractive packet contains resource materials to be used in financial planning workshops and went to all CES and NEHC people.

North Dakota state specialist Georgia Smith, on the ES staff for a year as family resource management specialist, cooperated with ACLI in producing *A Consumer's Guide To Life Insurance*. Published by ACLI, the booklet describes the rapid changes in life insurance coverage. It is being made available to CES staff and other groups.

During the late seventies and early eighties, ACLI participated in several national meetings, such as the National Association of Extension Home Economists (NAEHE) national sessions held in West Virginia and Virginia. New materials were introduced to the agents and suggestions exchanged on how CES staff might use the materials.

## Multimedia Approach

"We did some public service spots for radio and TV," recalls Jo Lawyer, now retired from ES. "The TV spots were slides produced by the West Virginia information staff. Those spots are still available from ACLI."

More recently, "Images of Aging" has been transferred from film to a slide/tape production through a partnership of ACLI and ES. This 15-minute production, available with user's manuals for Extension professionals or NEHC club leaders, shows viewers how the growing number of older persons affects our society, and why we need to combat negative stereotyping, and plan for lifestyle changes. Jeanne Priester, ES, assisted in development of the



# Kids at Work Food



*Preparing four publications concerning the nutritional status of children—the series called “Kids and Food”—are Nancy Meitus (center) and Andrea Jensen (left), of the Communication Service, CES, Purdue University, Indiana, while Ann Hancock (right), advisor, National Young Extension Homemaker Advisory Committee, looks on. The series will be funded by the American Council of Life Insurance (ACLI).*

slides, manuals, and introduction of the program at the 1983 National Extension Workshop on Aging.

### Current Directions

In the early eighties, the advisory group disbanded, believing its job was finished. ACLI, meanwhile, was exploring interest areas such as aging and health. “We needed a more interdisciplinary advisory group,” says Barbara Bey. One has been formed.

ACLI shares and supports work of young homemakers on a children’s health through nutrition project. They focused on this topic at their July 1983 NEHC national meeting. Four publications on the subject are being prepared with the help of Indiana staff and ACLI funding.

“Also,” says Marge Griffin, NEHC president, “the young homemakers are working with the March of Dimes on a “Healthy Mothers/Healthy Babies” project; again, another shared interest with ACLI.”

### ACLI Sponsorship Role

ACLI provided funds to the 1983 Young Extension Homemakers Advisory Committee (YEHAC) to hold a midwinter meeting. YEHAC, formed with ACLI help, designs ways to bring younger women into NEHC, and it has introduced family financial programs to young homemakers and is beginning a series of nutrition newsletters.

“We sponsor other things for Extension, too,” says Barbara Bey. “Speakers on aging or health, for example, have been provided for Extension national workshops. We occasionally sponsor receptions or meals for Extension state leaders when meeting to discuss new and needed resources. NEHC leaders and others, for example, benefit from ACLI-sponsored luncheon meetings to discuss the new Certified Volunteer Unit (CVU) program in which volunteers get credit for the time they volunteer.”

### Secrets to Success

What makes this partnership work? Ava Rodgers, ES Deputy Administrator for Home Economics and Human Nutrition, says, “We each have resources and similar interests and needs. ACLI can fund and produce educational materials and make important speakers available when Extension does not have the funds or flexibility to do this. Extension has depth and breadth in subject matter expertise, methodology, and educational experience it can contribute. We’re better and more effective educators together than when we work alone. It’s that simple!” □

# A Stitch in Space

Velda Rankin  
Program Leader, Textiles and Clothing  
Home Economics and Human Nutrition  
Extension Service, USDA

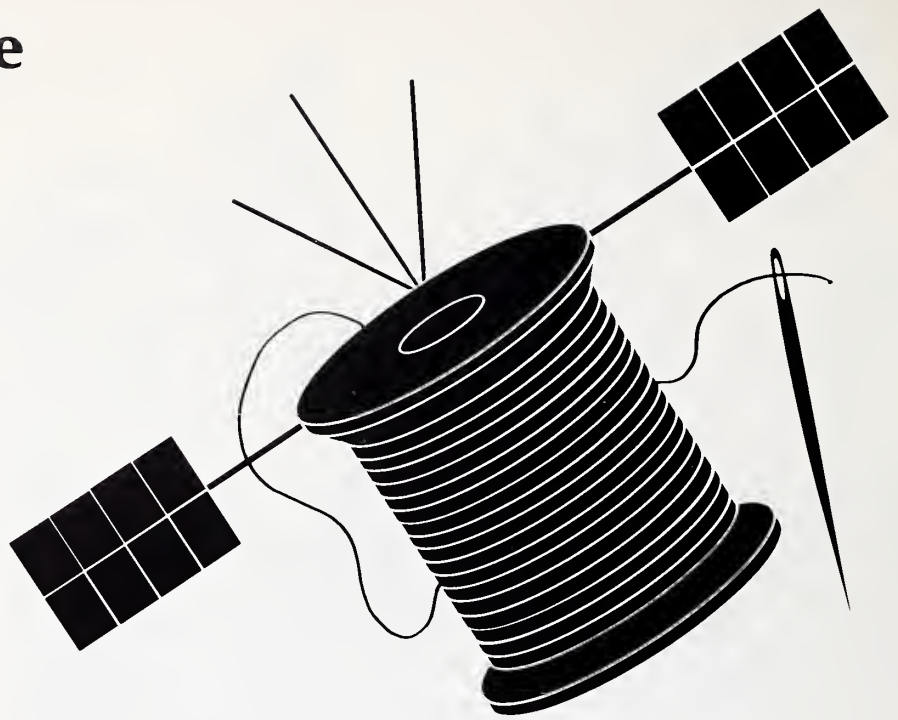
Sewing by Satellite was only a dream a short 10 months before its airing on November 6, 1982. On that day, 6,000 professionals in 31 sites across the nation experienced the 6-hour program beamed live from New York City. This first endeavor was a teaching/learning experience sponsored by the American Home Sewing Association, Extension Service, USDA, and the American Home Economics Association. Enrollment was the first surprise. Plans were based on an estimated audience of 4,000 but 6,000 registered!

Extension personnel, resident faculty, homemakers, and retailers were eager to overcome communication barriers by the use of space technology. A two-way phone hookup facilitated the exchange between participants and teachers.

## Planning the Production

Success depends on well-developed plans. When air time arrives, the show is on its way and there is little opportunity for change. Timing and competent personnel are essential. Major planning responsibilities, for Sewing by Satellite, were carried out by a commercial consultant contracted by American Home Sewing Association (AHSa); the National Program Leader in Extension textiles and clothing; and advisory committees representing industry and Extension. State Extension textiles and clothing specialists were site facilitators.

The choice of sites for our show was based on geographical location, physical facilities, and interest indicated by participants. Choosing facilities suitable for an efficient arrangement of equipment and seating cannot be overemphasized. Audience participation, provided by interludes for discussion and exercise breaks, is needed to relieve the 6-hour viewing period.



## Program Tips

The moderator plays a key role. Securing a professional for this responsibility is good business. Key figures from industry, research, and education are excellent choices for program participants. Use the opportunity to engage personalities not available for multiple meetings because of travel, schedule and the dollar value of their time. Expectations should be clearly understood by each participant. Guidelines may be needed on the use and placement of visuals, choice of clothing, and similar suggestions. Don't assume an expert in one field is comfortable in another.

## Content

Allow enough time for each topic. Too many topics and participants result in a hit-and-run effect. Also, do not underestimate the understanding level of the audience.

## Funding

Satellite I was underwritten by AHSa. Extension contributed staff time, which translates into hard dollars. Income was produced by participant registration fee. Other groups contributed dollars and time.

The cost comparison is phenomenal between transportation for 6,000 professionals to New York City for training compared to receiving the same information by satellite. AHSa

estimates it would have taken 10 years and many additional dollars to contact the same number of participants with onsite workshops.

## What Have We Learned?

- Joining with industry enhances both efforts. Responsible industry supports reliable products and information. Extension has the network to facilitate getting that information to the ultimate consumer.
- The video medium is ideal for teaching techniques. Word pictures allow individual interpretation.
- Audience outreach is exciting and worth the effort. Emphasis on the use of television, computers and video tapes used in unorthodox settings is increasing. Predictions indicate the frequency of experts appearing electronically across the country may change the motto "publish or perish" to "perform or perish." Extension is well equipped to make the transition from the industrial age to the information society.
- Will we try it again? Yes! Watch for Satellite II, November 5, 1983. □



# Safety for Nevada Bikers

Deborah Lee Payne  
Former County Extension Agent, Communications  
University of Nevada, Reno

Bike safety is everyone's business in Nevada. This spring, Washoe County 4-H Clubs along with local law enforcement agencies and the Washoe County School District teamed up to promote bike safety among youth. The organizations provided training to over 15,000 youngsters in 42 Washoe County Schools. Many private school students also received training.

Community concern over bike safety and security is supported by the record. In 1981 over 85 bike-related accidents occurred and over \$100,000 worth of bikes were stolen in Washoe County.

## Team Effort

The Sparks and Reno Police Departments and the Washoe County Sheriff's Office coordinated their efforts this year, visiting all elementary schools in the county. Two of the police departments also registered bikes.

Cooperative Extension Service is involved in bike safety in several ways. The Washoe County Extension office has been used as the central meeting place for committee meetings. It has also served as the major coordinating unit bringing organizations together to work toward the goal of teaching youth about bike safety. Extension staff coordinated bike safety publicity and designed a training certificate, which police officers presented to all youth completing the bike safety program.

## 4-H Work Pays Off

One local 4-H club has been particularly active. Members of Southwest Community Club (SWCC) and their leader, Chuck Burr, served on bike safety committees. They invited private schools to participate, made bike safety posters for all elementary schools in the area, and explained the program at a PTA meeting.



The club also approached the Independent Insurance Agents of Northern Nevada for funds to provide educational materials to youth. The Insurance Agents donated over \$2,500 for printing the "Ghost Rider" comic book, which gives bike safety tips. The comics were distributed as part of bike safety programs. The club also got educational booklets from AAA Insurance Co., and used money they raised for bike course signs.

Other organizations also actively helped promote bike safety. Camrac, a local television studio, filmed two 30-second public service announcements for television using 4-H'ers and police officers. The public service announcements were shown on local TV stations. KCBN radio announcers provided daily public service announcements. KTVN featured a bike safety demonstration on their "Live at Five" program.

## Road-e-o

This spring, the bike safety program "took off" with a youth bike road-e-o during Washoe County's Achievement Week activities. Youth tested bike riding skills at an obstacle course set up in the fairground parking lot.



*Community concern over bike safety in Washoe County, Nevada, led to a safety drive coordinated by Extension and 4-H. Law enforcement agencies now register bikes for youth, and 4-H tested riding skills with an obstacle course. McDonald's Corporation sponsored entertainment at the bike safety games.*

During the event, KCBN radio held a live remote show and provided safety games. The KCBN safety squad was on hand, and Luther Mac, of McDonald's Corp., sponsored Ronald McDonald, who met the youth.

McDonald's employees helped youngsters in the safety games. An entertainer from Circus-Circus Hotel and Casino rode the world's smallest bicycle, and a "human-powered vehicle" was brought in from Oregon for the event. Some youth rode on the vehicle, which goes up to 50 mph!

Since the bike road-e-o, 4-H'ers continue to emphasize bike safety in their community. The Southwest Community Club put on four other bike road-e-os during the summer and they plan more! So Nevada bikers can ride freer and safer these days on Nevada highways and byways. □

# Creating Public Awareness

David W. Dik  
Assistant Director of Cooperative Extension  
and  
Robert Topor  
Assistant Director  
Media Services  
Cornell University, Ithaca, New York

New York State residents will soon be hearing, “We are Cooperative Extension. . . helping you put knowledge to work.”

Agents have heard these comments for years:

“What is Cooperative Extension?”  
“I thought Cooperative Extension was just for rural and farm people.”  
“I never knew 4-H was a part of Cooperative Extension.”  
“Do you mean to tell me you have Cooperative Extension programs in New York City?”

Cornell Cooperative Extension needed to answer such questions to help people in New York State understand its valuable programs. How could marketing, communications, and advancement principles be used to bring better public understanding of Cooperative Extension? What about funding such an ambitious effort? Could we agree on a definition of Cooperative Extension?

The idea for a public awareness effort was a simple one: promote the generic idea of Cooperative Extension. Past promotion of program areas had been effective, but the overall *idea* of Cooperative Extension had yet to be promoted. Perhaps it had been fragmented, instead, and left the public confused. Creating a public awareness program that would help the public understand Cooperative Extension was a totally new concept.

Lucinda Noble, director of Cornell Cooperative Extension, was instrumental in getting the program launched. Many people cooperated to develop and refine concepts and provide direction.

## Start Where You Are

The question of where to begin was answered rather quickly. Start with the tools that are already available.

County staff, Extension administration, and Cornell faculty had been conducting public awareness efforts for years by taking materials, combining funding, and focusing on one segment of the organization.

A simple combination of methods was outlined, and mass media would provide a statewide umbrella of information to support related county-identified materials. In essence, the program would use television, radio, and news to paint the overall picture of Cooperative Extension in New York State. The statewide message would be general; the county message, specific.

Obtaining funding and creating specific materials were the next activities. Lay advisory committees, agent-faculty reactor panels, meetings with county staff, and discussions with Extension administrators produced a commitment to the public awareness program. County Cooperative Extension associations agreed to fund three-fifths of the cost over a 2-year period. Cornell Extension administrators supported startup and production cost.

## Decide on Your Message

The real challenge was deciding what the message would be. We held additional meetings with many program leaders, agents, county coordinators, faculty, and administrators. The emerging message was simple: describe individual program areas—agriculture, home economics, 4-H, community issues, and Sea Grant—and communicate the description through visuals and words. After considerable debate, the reactor panel chose a slogan: “Helping You Put Knowledge To Work.”

## Choose the Medium

Television videotape was selected as a medium for images of the Cooperative Extension organization in action. “Freeze frames” converted

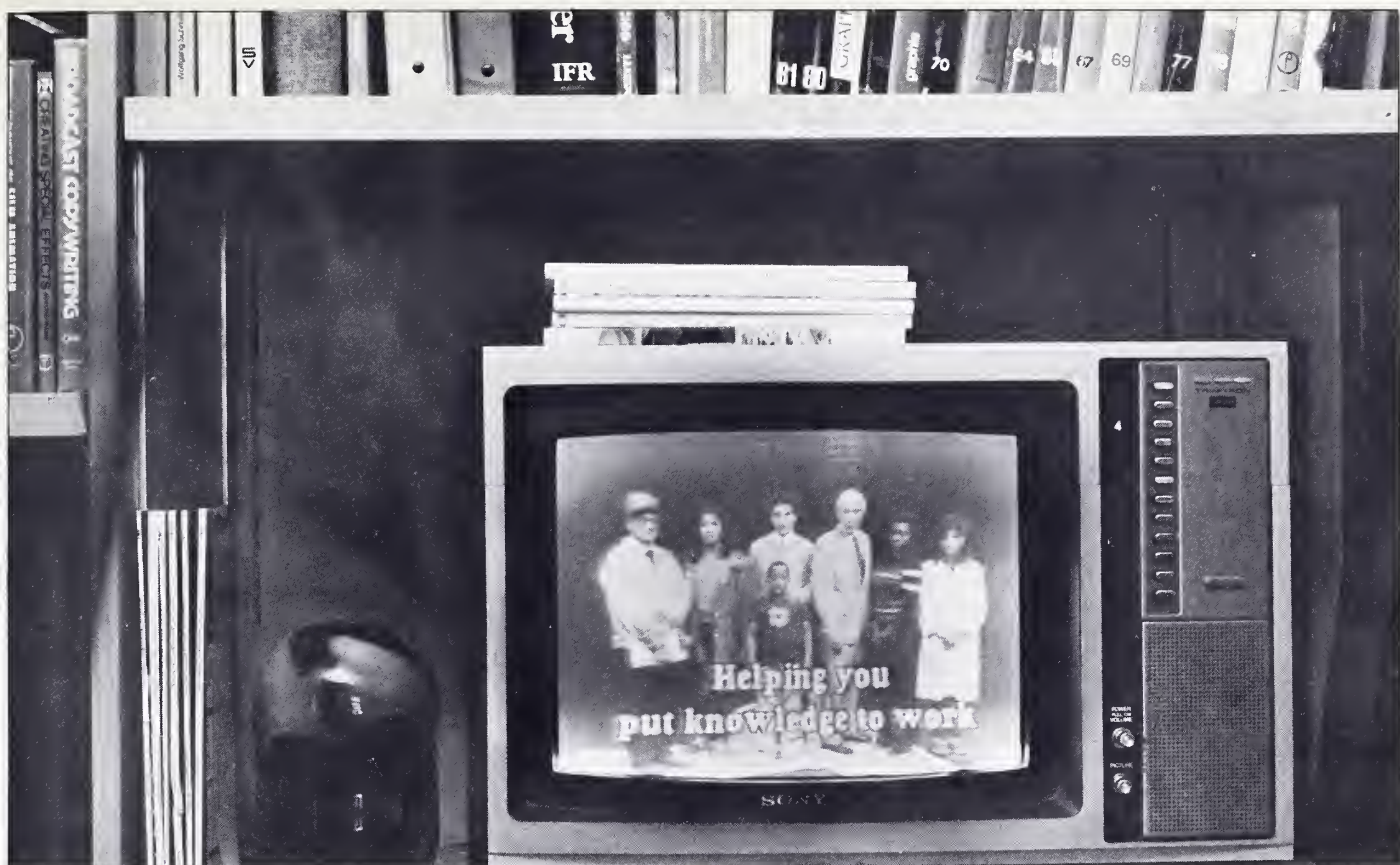
to photos formed the basis for graphic materials, primarily for posters. Taking this “backward” approach produced television spots that related directly to printed images and ideas.

It was easy to convert television images to photos that were used to mock up the poster. The images worked well together. Roughly sketched ideas were shown to others in the organization. Everyone seemed to like the concept. Work began on the finished artwork. Bob Dorsey, formerly a greeting card illustrator and now teaching illustration at a major university, prepared the finished presentation, recreating the rough layout in photos based on the television “freeze frames.” The finished art was magnificent. The poster, the cornerstone of the public awareness effort, went into production.

## Select the Components

One of the aims of the public awareness program was to give the county Cooperative Extension associations materials that would be easy for them to use. So the illustrator converted the full-color painting into simple line art. This then could be used for many pieces the county would need. A “menu” of graphic support components was outlined:

- The Poster—a large (20 x 30 inch) poster includes the slogan, artwork in full color, and identification for each county; posters were printed for each of the 57 counties and New York City, and for Extension administrators at Cornell.
- The Small Poster—duplicates the large poster in smaller size, again with county identification.
- Clip Art—reproductions of the poster art, the slogan, and parts of the poster art in various sizes; because clip art is popular, these were made ready for all county associations.



- Advertisements—"institutional ads" in reproduction form in two sizes can be used by counties in their monthly newsletters and are easy to reproduce in one color.
- Annual Report—a report cover, using the poster, was customized for each county's annual report to county government; these reports are also used as an information piece for other community leaders.
- General-Purpose Brochure—suggested designs and copy for a simple brochure; oversize mechanicals were also developed.
- Outdoor Fabric Banner—outdoor banners (5 x 3 feet) use the slogan and identify the county.
- Pocket Folder—generic two-pocket folder replaces an old folder; it was developed using the artwork and information about the overall Extension organization.
- Color Slides—artwork photographed and converted to three types of 35mm color slides: program identity slides, county identity slides, and a slide of the slogan.

- Exhibit—a high priority; exhibit components can be mass produced very economically; an exhibit was made of light Velcro-covered material, printed images were reproduced from the poster, and counties can use these as they deem appropriate and can add materials.
- Slide Show—photos for a slide show include ideas from the artwork and from mass media; the slide show is an important part of the public awareness program.
- A one-hour videotape containing tips on Marketing Cooperative Extension, for use with the guidebook, *Marketing Cooperative Extension*, is now being offered by Cornell University Media Services. The videotape features Robert Topor, assistant director, Media Services, Cornell University, offering marketing concepts such as image building, audience segmentation. It can be ordered from:

David O. Watkins  
 Cornell University  
 Media Services Television Center  
 B-27 MVR  
 Ithaca, New York 14853  
 Phone: (607) 256-5431

The illustrated 92-page guidebook, *Marketing Cooperative Extension*, contains basic marketing principles and can be obtained from:

Media Services  
 B-10 MVR Hall  
 Cornell University  
 Ithaca, New York 14853

Make checks payable to Cornell University. The cost for New York State Cooperative Extension is \$1.20 per copy plus postage; for New York State residents, \$2.75 per copy (price includes postage); and for out-of-state residents, \$3.25 per copy (price includes postage).

#### **Proof Is in the Pudding**

Working collectively, Cooperative Extension in New York State will help residents identify and understand its programs. When residents hear, "We are Cooperative Extension. . .helping you put knowledge to work," they will have a better appreciation for the organization and impact of Extension's program throughout the state. □

# Team Project Solves Community Problems

Comprehensive program design and teamwork, involving Extension agents in Community Development, Home Economics, 4-H, and Horticulture, and people from appropriate county agencies, are having a significant, positive impact in the lives of residents in a low-income housing project in Montgomery County, Maryland. Goal was to improve the living environment of residents at Washington Square Apartments, including the housing complex, grounds, health and solidarity among residents, recreational opportunities for children, life-coping skills of children and parents, transportation opportunities, and communication with the County Housing Commission.

About 240 people live in Washington Square, of which 20 percent are white and 80 percent, black. About 100 are adults; the remainder, children under age 18. The site was opened in January 1970 as a "turn-key" project of 50 units in which residents would be able to purchase their residences. Later, it was converted to a "leased" site project.

## Project Starts

This project began when the Montgomery County Housing Commission contacted the local Extension CRD agent for assistance in reducing the housing maintenance rate. Cost of maintenance was considered too high compared with that of other housing projects.

The agent and a specialist designed a survey to determine needs and perceptions to provide a means for developing rapport with residents. The survey was designed to provide local housing authority officials with data to assist them in evaluating their management practices as relates to services, and information which could be used to establish programs with residents to meet the needs for services and facilities which were inadequate. Based on

survey findings, the Cooperative Extension Service initiated programs to address residents' needs.

Residents thought that they were being charged an excessive amount for maintenance repairs that they considered normal "wear and tear." They wanted a course in minor maintenance so they could save money by doing many of their own repairs. An evening course was offered. The Montgomery County Board of Education provided the funds to pay for a course instructor. At the end of the training, all participants could make minor repairs, resulting in approximately 40 percent savings.

Extension presented awards to residents with the best-looking apartments, as an incentive. Representatives from the County Public Health Department met with a group of residents because health care for small children was found to be a primary concern. As a result, a weekly well-baby clinic was established at Washington Square Apartments.

A breakdown in communications between the County Housing Commission and the residents had brought about frustrations and bad feelings. A meeting was arranged between the Commission and the residents resulting in the Commission learning that two of its employees were not doing their job, which was taking care of residents' complaints. One employee was dismissed and the other, transferred.

## Working Together

The residents had never worked before as a group toward achieving common goals. To provide a structure for organization, apartment unit representatives were established. Helped by the CRD agent, unit representatives worked with residents to express and resolve their concerns and organize a tenant board of officers. Relations between the Commission and the residents improved.

Residents expressed their concerns about the lack of shrubbery, the need for beautification, and the erosion of the surrounding landscape. The Extension horticulture agent provided information resources and the CRD agent organized a demonstration project on fertilizing, planting grass seed, and laying sod. This help, along with trees and forsythia bushes, was funded by the Housing Commission and donations from local plant nurseries. Teams of residents planted the nursery items.

## Better Facilities for Children

Noise of children playing around the apartments and their damage to grass and shrubs aroused frequent complaints from residents. A playground for the children was built in the center of the apartment cul-de-sac, and surplus recreational equipment was donated by the County Recreational Department. Providing



Onnie Privette  
Community Resource Development Agent (Retired)  
Montgomery County, Maryland  
and  
Bruce Sorter  
Community Resource Development Specialist  
Cooperative Extension Service  
University of Maryland

recreational opportunities for children lowered the noise. The youth also lacked enough to do. A vacant lot next to the housing complex was obtained by Extension through the Maryland National Capital Park and Planning Commission and developed into a main recreational area for youth. The 4-H agent taught educational courses on arts and crafts to the young people.

Mothers stated they could not obtain or afford babysitting services so they could shop or work part time. An exchange of babysitting responsibilities was organized, by the residents, into a babysitting cooperative and an overseeing of children's programs for the apartment complex. The cooperative not only saved residents money on babysitting costs but also gave them the chance to work part time or shop for bargains.

Many families asked to learn more about consumer topics such as budgeting and comparative shopping. The Extension home economics agent offered the families courses and materials in consumer education subjects. The Consumer Education program provided for additional money savings through wise shopping.

Many residents wanted better bus transportation to where they worked, mainly in Rockville, Maryland, a nearby suburban community. A trial bus run from the complex to Rockville was initiated, but the bus did not arrive on time, and residents were late for work. Before the problem could be worked out, the residents refused to

ride and bus service was discontinued. This difficulty is probably not uncommon as it takes a long time for regular bus ridership and routes to become established.

#### Followup Report

Six years later (1981), the project was revisited by the CRD agent and the specialist to determine if the initial results had been maintained over time. Followup evaluation revealed the following:

- Residents have become increasingly motivated and take more pride in keeping up their housing and doing their own maintenance. The Housing Commission 6 years ago charged residents \$7 an hour for minor maintenance. Now approximately 60 percent of the residents do their own maintenance with materials supplied by the Commission, saving money for themselves and the Commission and taking more pride in their units.
- Organization of a tenant council has made resident attitudes more positive toward the Commission. Approximately 70 percent of original residents still live at Washington Square. The Commission has provided additional lighting and other improvements to the facilities. Because of residents' pride and upkeep of the area, the Commission is planning to permit residents to purchase their units this year as a cooperative arrangement.
- Residents have continued to maintain the grounds and have replaced plantings as needed.
- The cul-de-sac play area is kept clean by the residents and is used as a place to babysit the children. More equipment has been added by the Planning Commission to the larger recreational area.
- The cooperative babysitting service is functioning and has helped to develop interaction and trust among residents.
- Through Tenant Council efforts, a Metro bus runs between the apartment complex and Rockville, Maryland (35 cent fare) connecting most of the residents with their place of work.

A unique aspect of this project was the team effort among Extension program areas and between agencies that provided a critical mass for a comprehensive program that improved Washington Square residents' living environment.

As a result of this pilot project, the County Housing Commission uses this Extension model in all its housing projects. □

# Joint Ventures: Developing Public Policy Leaders

Inge C. McNeese  
Extension Project Assistant  
and  
Carol J. Culler  
Extension Home Economist  
Family Community Leadership  
Oregon State University, Corvallis

A young Colorado mother just off welfare. . .

A state legislator from Hawaii. . .

Three women from the Warm Springs Indian Reservation in Oregon. . .

The president of Hawaii's Extension Homemakers Council, Inc. . . .

A day care operator from Washington. . .

A pastor's wife from Alaska. . .

A mother of eleven from an Indian Village in New Mexico. . .

What do these people have in common? They are participants in a leadership program for women interested in public policy and acquiring leadership skills.

Called Family Community Leadership (FCL), this regional program for greater, more effective participation by citizens blends community involvement, home economics, and public policy with an emphasis on issues affecting families. FCL was launched as a cooperative venture of Cooperative Extension Services and the National Extension Homemakers Council in six western states. Now in its second year, the program has resulted in partnerships and spawned networks, and it is closing the gender gap in community activism.

## Teamwork a Foundation

"Partnership is the organizing spirit of FCL," says Carol Culler, regional coordinator of the project, which is based at the Western Rural Development Center, Oregon State University in Corvallis. "This program succeeds because of teamwork. It is the synergistic principle in planning, funding, managing, and implementing the program."

Volunteers and Extension staff are partners in all stages of FCL. Although Extension programs have always operated under advisory boards, FCL's boards have a novel composition, half staff and half volunteers. The volunteers, many for the first time, make policy and operational decisions. On the FCL Regional Board, two representatives from each state work together, one an Extension staff member and the other, a volunteer. The board's chairmanship is shared by Charline Warren, past NEHC president, and Yukio Kitagawa, assistant director for the Hawaii Cooperative Extension Service. Board members set program guidelines, employ staff, determine evaluation procedures, and budget expenditures. In short, they shape the program.

The board of directors in each state has a balance of Extension staff, Extension homemakers, volunteers at large, elected officials, and representatives from companies and corporations who work together as equals. Including members from the private sector in decisionmaking roles is another unique component of this project.

## Shared Funding

A three-tiered funding package translates the partnership of the public and private sectors into dollars and cents. The W. K. Kellogg Foundation awarded a \$1.9 million grant to 6 states over 3 years. In these states, Alaska, Colorado, Hawaii, New Mexico, Oregon, and Washington, Cooperative Extension Services have committed over \$7¼ million in staff support and in-kind donations. Support from volunteers in the program adds another \$3¼ million.

Extension homemakers in the 6 states continue to contribute financially—funding the keynote speaker for New Mexico's training, starting a



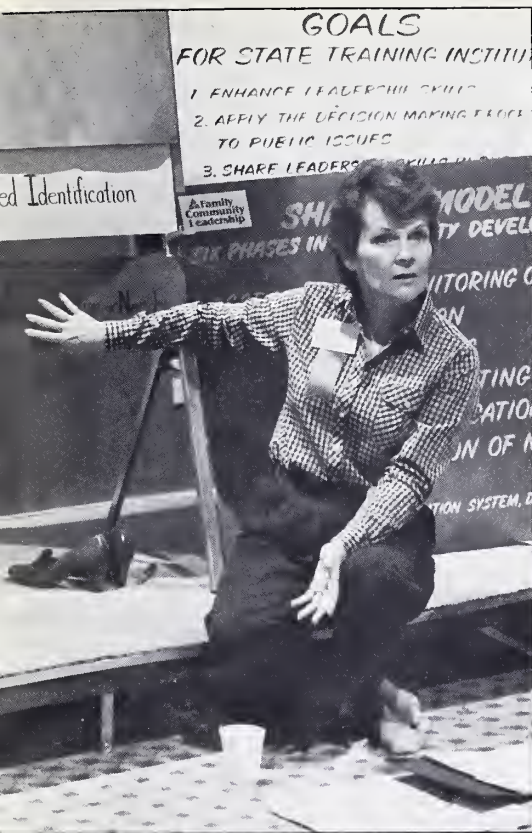
scholarship fund in Washington, and pledging \$3,000 for grant proposals in Hawaii.

The partnership of public and private sector in the program's planning and funding sections, the very heart of FCL, is paralleled in program management and implementation.

## Team Teaching Works

FCL's commitment to the team concept is most obvious in the teaching teams. Community volunteers and Extension staff work side by side in regional or intra-state training institutes. During FCL's first year, over 600 women and men became trainers, pledging 2 hours per month for 1 year in return for instruction that was paid for with grant funds.

Public policy analysis, group dynamics, communication skills, and sensitivity to community issues are some of the subjects covered in the 30 hour or more course. The basic block can be taught in modules, which are easily separated and can stand on their own merit. Skill



*Banti Winslow, family community leadership trainer, Oregon, lectured at the National Extension Homemakers Conference in Laramie, Wyoming. Carol Muniz, left, Warm Springs Indian Reservation, Oregon, is now determined to participate in the all-male tribal council. Both are active participants in Family Community Leadership (FCL), a leadership program for women interested in public policy with an emphasis on issues affecting families.*

training, confidence building, and practical application are central objectives of the training institutes.

FCL training graduates gain skills which they can use in other organizations. On library boards and advisory committees to government, in neighborhood groups and PTA's, in the Wheat League, the Wool Growers' Association, in a Peacemakers group, FCL volunteers are expanding the role of women in community decisionmaking.

### **Networking**

Networking with other community groups is a natural for a program whose beginning depended on the cooperation of many individuals and agencies. Conceived under the leadership of Charline Warren, past president of National Extension Homemakers Council (NEHC), the FCL plan was formulated by an interstate steering committee and representatives from ES-USDA, American Association of University Women, YWCA, Business and Professional Women, the Farm Foundation, Community Action Council, Extension homemakers, and leaders in Extension home economics and community development.

The project's team spirit has forged partnerships of volunteers and staff in specific program management components. The regional training evaluation, for example, is a team effort by Lois Bassett, an Extension homemaker who co-chairs the Washington State FCL Board of Directors, and Anne Williams and Lee Faulkner from the Center for Data Systems & Analysis at Montana State University.

FCL involvement provides an opportunity to link with professional associations. FCL coordinator from New Mexico, Mary Ellen Payne, will make a presentation at the National 4-H and Youth Conference in Portland; and Oregon's coordinator, Greg Tillson, will explain the importance of cultivating political skills to Extension agents as part of program on public policy. Carol Culler, regional coordinator, will head a team of Extension agents and Extension homemakers in a half-day workshop at the National Association of Extension Home Economists annual session.

Executives from business and industry and on FCL committees bring private sector realities and recommendations to operation of the FCL program. Barbara Bey of the American Council of Life Insurance and Howard Smith, formerly of Kodak, provide insight and advice for continuing Family Community program efforts through their participation on the FCL Regional Futures Committee.

### **Women As Community Leaders**

Women have begun to apply the lessons from FCL participation to their personal growth, to community education, and in individual involvement in the public policy arena. "Their success stories are examples of looking to self-help

instead of institutions as an answer to solving community problems," notes Inge McNeese, regional project assistant. Women are working on concerns which are close to them and important in their communities: to renovate a community center (Ellen Takazawa, Hawaii), to build a child-safe playground (Anna Mayeda, Hawaii), to start a community library (Fail Saxowsky, Alaska), to pave a neighborhood street (Doris Greig, New Mexico, and Marilyn Williamson, Washington), to hold forums on legislation (Donna Wasneski, Colorado), to sponsor a radio talk show on values (Alice Richards, Washington), and as appointed members to boards and commissions (Isabelle Rogan, Alaska, Plating Commission, and Helen Popa, Oregon, Library Board).

Four have become candidates for public office, and two have been elected to school board positions (Sheryll Baca, Oregon, and Blanche Wagoner, New Mexico). All of them are leaders, convinced that they can make a difference.

FCL teamwork, a composite of individual initiative and collective action, has proven a fertile ground for partnerships. The joint ventures between the public and private sector illustrate the synergistic principle that the total is more than the sum of its parts. □

# Profile of A Family Counselor

Betty Fleming  
Program Leader  
Information and Communications Staff  
Extension Service, USDA

What does it take to be a successful Extension specialist these days? Jim Van Horn is an associate professor and Extension specialist in the Department of Agricultural Economics and Rural Sociology at The Pennsylvania State University, University Park. He has a B.A. from a small liberal arts college, M.S. from Catholic University, and Ph.D. from Ohio State. "I have a family development/marriage counseling background," he says. Early experience in teaching and marriage and family counseling led him to Penn State in 1969 where, he says, "I found the Cooperative Extension Service the better way to help families."

"It took me a good year to get the CES system figured out," reports Van Horn. "I traveled, talked to county Extension staff, decided to start out slowly, focusing on parent education. I thought people would feel most comfortable with that."

## Resources for CES Staff

In the early years of his CES experience, Van Horn conducted many in-service education programs and developed many training materials but few publications.

Now, Van Horn's materials are known, not only in Pennsylvania, but in other states as well.

Every month, something called the "Memo Pack" goes out to field staff (and state specialists in other states). It contains training material he writes, or requests from other key resource people. In his first year at Penn State, he developed a filing system for agents so they would have ready access to these materials.

## Toddler Topics

In 1971, Van Horn worked with a group of county home economists to start "Toddler Topics," a series of

six learn-at-home program materials for parents of children ages 6 and under. "Field staff have had a big hand in developing these materials," he says. "They write the material on a regional basis so we tap resources of many field staffs. I knew early on, if this program was going to go, it couldn't revolve around me." Van Horn provides backup state program material, ideas and methods to evaluate the effort, and a yearly index of materials. Some 50,000-60,000 families are reached in their homes this way every year. Many are also reached through county meetings.

"We ask physicians, allergists, librarians, ag agents, horticulture agents, nurses, language development people, and others to write articles for the series," says Van Horn.

## Other Learn-at-Home Materials

A more recent effort is the "Off To A Good Start. . . You And Your Baby" series of self-mailer, learn-at-home programs. "These are *not* newsletters," says Van Horn. "People save them, put them in notebooks. They're not just current happenings!"

"Helping—The 5th H" is the title for a program kit of audio tapes developed by Van Horn on interpersonal communication. It is designed to help a 4-H agent conduct a small-group meeting for 4-H leaders.

"Mini programs" are also developed by Van Horn. Designed for organizations that need a program, they're packaged programs, such as "What To Do When The TV Is Off."

## Special Efforts

When the nation celebrated its Bicentennial in 1976, Penn State and Jim Van Horn were right in the middle of it! He obtained \$39,000 in Bicentennial Commission funding to

design a "Heritage Horizons" program. It included: (1) "Heritage Horizons" filmstrip (500 copies) for CES, schools, and libraries tracing the history of Pennsylvania families, with original musical score; (2) Artist's panorama of Pennsylvania history and families (printed 500,000 copies)—started at one end with Independence Hall and wound up, at the other end, with computers; (3) Manual for groups to use in studying Pennsylvania family history.

In 1979-80, Van Horn served as project director for the forums held prior to the National White House Conference on Families in 1980. He saw to it that informal, family forums were held all over the state with the help of CES staff. "We wanted to give as many people as possible a chance to air their views," he states.

Input from field staff is constantly requested from Van Horn. "I schedule a parent education meeting in every region each year. I ask staff, what do you need to do the job?"

## Operating Style

When Jim Van Horn's expenses are paid for a teaching/consultant type situation, they go into "salary savings," a fund he invests in exhibits, publications, and additional teaching tools.

## Personal Philosophy

Jim Van Horn is a communicator. He has some strong beliefs and a way of summing them up:

"I never see a failure. If something doesn't work, I can modify. It's the first step in progress and an eventual success."

"We've got to believe in what we're doing. People want to grow. Our staff has tremendous





potential. It's exciting to see that in relation to our clientele needs."

#### **Success Factors**

Van Horn credits these success factors for helping him do an effective job:

"A sense of comradeship" among coworkers in his department, other university professionals, and field staff.

"Having the best of three worlds: Extension, research, and resident teaching." Not only is Van Horn recognized as an outstanding Extension specialist, he has also served in a leadership role for 12 research projects since 1972.

#### **Primary Goal and Future Direction**

What's Van Horn's primary goal? "To get people to accept ownership of (not simply do) family life programs and feel comfortable and good about them."

Future programs will carry out the overall theme of Pennsylvania programs based on national recognition of the need for emphasis in this area, and Van Horn's personal belief that this is the direction that CES needs to follow.

#### **Home Life**

Van Horn is married to Barbara Van Horn, an English professor on the Penn State staff. Their 5 children range from age 3 to 12. "I look for ways my family can be involved in my work," says Van Horn.

Van Horn is well aware of the heavy load many CES professionals bear. "We all need to schedule family time as effectively as we schedule professional time," he says. It is not unusual for him to ask volunteers and others, "What are you doing about your family?" □



# Infrared for Energy

*Jerry Grooms  
Extension Writer  
Information and Applied Communications  
The Ohio State University*

Making infrared photos of all the houses in metropolitan Columbus and then inviting everyone to workshops to see the heat loss from their homes may seem like an ambitious project to some. But it is just the kind of project that people have come to expect from county agent Tom McNutt from Franklin County, Ohio.

Admittedly, though, this project received national attention. It was a major reason McNutt was chosen Grand National Winner in the 1982 Environmental Quality Recognition Program, cosponsored by the National Association of County Agricultural Agents and Velsicol Chemical Corporation.

“We did a cost-benefit analysis of the home thermography program and found that a \$46,369.42 investment by the county through the Extension Service yielded benefits to the community of about \$546,900,” says McNutt. More than 8,500 people came to the workshops to see where they were losing heat from their homes and how to insulate to save dollars.

## **Thermograms Show Heat Loss**

Tom and his associates hired an aerial photography team to take the pictures. That job took over a year, off and on, because specific conditions were required—a clear night, low wind, and temperatures below 36 degrees.

The infrared photos show cold surfaces as black, warm areas as white, and in-between temperatures as shades of gray. A white roof, then, is giving off a lot of heat whereas a black roof is well insulated and not losing heat.

White areas around homes might indicate heat loss from windows and side walls, but they might also be shrubbery and trees around a house, which can hold some heat and look white.

So in the newspaper articles and radio/TV announcements about the workshops, workshop participants were asked to bring information on location of their trees and shrubbery. They also brought data on type of roofing material; how many inches of insulation are in the ceiling; how many rooms are not heated; how many stories the house has; whether, if they have them, storm doors and windows are in place; whether walls are solid brick or block, brick over frame, or frame; the age of the home; whether they have a fireplace and if it has a damper or glass door; if there is a basement or crawlspace; what type of heating the house has; and what their heating bill was in January.

## **Energy Conservation Workshops**

The workshops were held by zip code areas, to keep traveling time and distance to a minimum. Staff members from a cooperating city agency, the Columbus Department of Energy and Telecommunication, attended and interpreted the photos, working one on one with each person who attended a workshop.

Besides interpreting thermograms and answering questions about heat loss, workshop advisors talked to residents about how to solve energy problems. Participants could view videotaped programs about home insulation, weather stripping, caulking, and so on; and they could obtain free brochures and “how-to” booklets.

Twenty-seven workshops were held throughout the county, generally conducted in the same format. On

the first evening, a general discussion was held on home energy conservation. Participants saw slides showing how heat loss occurs in a home. The next four evenings were devoted to discussion, one on one. About 70 percent of participants planned to make major conservation improvements in their homes.

A spinoff of the workshops was the heightened interest in energy conservation countywide. We have received hundreds of phone calls on energy problems. We installed a special information line to handle these inquiries.

McNutt responds quickly to opportunities like the energy information line—new opportunities to serve the public. For years his office has handled horticultural and home economics hotlines which get hundreds of calls each day during busy seasons.

## **County Agent Communicates**

Sharing ideas, goals, and information points up McNutt’s outstanding communicative abilities. McNutt is often quoted in the press and interviewed on radio and television. He was recognized in 1982 as state and North-Central Region winner for radio programming in the National Association of County Agricultural Agents (NACAA) Public Information Awards program.

The county agent’s commitment, credibility, and communicative abilities led to his receiving the 1982 National NACAA Distinguished Service Award in “recognition of 20 years of accomplishments in Extension education.”

McNutt asks for, and receives, excellent cooperation from the mass media. “With a limited budget and a million people in our metropolitan

County agent Tom McNutt, Franklin County, Ohio, (right) explains which areas of a couple's home might require energy-saving materials. To do this, he uses a thermogram, an aerial infrared photograph whose white areas can indicate heat loss from windows and side walls. McNutt's nationally recognized 1982 environmental quality project was cosponsored by Velsicol Chemical Corporation.



area, the mass media is the only way to reach a significant share of our clients," he says.

Nor does he wait for public service time. "The best time to be on TV is during the news segment, preferably next to the weather, because that's when the most people are watching," McNutt reports. He and his staff convince producers, directors, and others that we have unbiased information the public wants and needs.

Our Extension information is not hard to sell because of a reputation of credibility and unbiased facts based on research at The Ohio State University. People look to the Extension Service for answers to their questions.

They also watch television for information, in great numbers. One channel reaches 250,000 households in Columbus; cable TV goes to 120,000 homes. "I was appearing on a Columbus Alive program on a

cable channel, offered a lawn bulletin we have available, and before I left the studio they handed me 500 gummed labels printed with names and addresses of people who wanted them," McNutt states. He mailed them out the next day.

For radio, McNutt feeds spot messages to disc jockeys about activities, events, and subject matter. Extension staff appear on call-in shows where clientele can ask questions pertaining to subject matter being stressed by Extension personnel. On one Saturday afternoon show that lasted from 12:15 until 3:00, McNutt received more calls than anyone else had in the history of the show.

McNutt recommends that feature articles submitted by Extension personnel to newspapers and magazines be in depth, tell the whole story instead of just skimming the surface. "That's what people want from the press—constructive, indepth journalism," he says.

Working with the mass media is an important way to get Extension information out to the people who can use it, but there is a price to pay if you do it well. "You must be available, almost all the time. If you generate good copy and good programming for them, the media will call you anytime from 6 a.m. to midnight," McNutt says. He suggests that you "promise only what you can deliver and deliver on all your promises. We have something that is unique, that is good, but we've got to be able to cooperate with the media when they want the information. That doesn't mean 'call me in the morning after 8 a.m.'" □

# Great American Family Awards: A First

Jeanne M. Priester  
Program Leader, Home Economics and Human Nutrition  
Extension Service, USDA

The first annual "Great American Family" Awards, a program sponsored by the nonprofit, D.C.-based American Family Society, were made this year. On June 24, 1983, four of the nine winning families were honored at a reception and program in the USDA patio. They were honored by USDA because of this achievement and their connection with Extension Service and the National Extension Homemakers Council.

A week of recognition in Washington, D.C. for "Great American Family" award winners included a ceremony on June 22 at the White House. In remarks to the winners, First Lady Nancy Reagan said, "My own family is the most important aspect of my life. Regardless of age, I'm still my parents' daughter and the family is very central to my life." She quoted: "'The person who understands the meaning of life plants trees under which he knows full well he will not sit.' You are here planting trees."

## Exemplary Achievements

These families were selected based on exemplary family life and community service achievements. Organizations making the selections were National Extension Homemakers Council, the Armed Forces YMCA, Family Service Association of America, General Federation of Women's Clubs, National Association of Life Underwriters, National Urban League, and the United States Jaycees. Included were single-parent, two-parent, foster, and adoptive families.



Honored at the U.S. Department of Agriculture during the first annual "Great American Family" awards program were Neva and Stephen Black and their children of Kenai, Alaska. They were greeted by Ray Lett, Executive Assistant to the Secretary of Agriculture, (left), Orville G. Bentley, Assistant Secretary for Science and Education, (right), and Mary Nell Greenwood, Administrator, Extension Service-USDA (right foreground).

Recognized at USDA were Neva and Stephen Black and their 3 children from Kenai, Alaska; Rebecca and David Kaluna Keala and their 10 children, grandchildren, and great grandchildren from Pukalani, Hawaii; Nellie and John Madison from Echo, Oregon; and Ramona and Larry McCord and their 4 children from Deatsville, Alabama.

Greeting these families were Ray Lett, Executive Assistant to the Secretary; Orville G. Bentley, Assistant



Nellie and John Madison, Echo, Oregon, were one of four Extension homemaker families honored with a "Great American Family" award.



At White House ceremony, First Lady Nancy Reagan presented a certificate to Ramona and Larry McCord, Deatsville, Alabama, and their children for being one of the winning families in the first annual "Great American Family" awards program sponsored by the American Family Society, a nonprofit organization based in Washington, D.C.

Secretary for Science and Education; Mary Nell Greenwood, Administrator of the Extension Service; Denzel Clegg, Associate Administrator of Extension Service; and Extension Homemakers Council members from four nearby counties.

This project creates excellent public relations and media coverage at the local, state and national levels. The Alabama family was interviewed on the "Today Show."

#### Next Awards Planned

The process for the second annual "Great American Family" Awards begins with the celebration of National Family Week during Thanksgiving Week 1983, when families are honored locally. Their names will then be submitted to the American Family Society by participating organizations. White House recognition is targeted for June 1984.

Information on the process will be shared with State Extension Homemakers advisors by ES-USDA Home Economics and Human Nutrition and by NEHC family life chairmen with NEHC members. You may order a kit with all details for \$5 from American Family Society Order Department, Box 800, Rockville, Maryland 20851. Please use official letterhead to receive the kit. New editions are planned: a recorded message and slide of the First Lady; comments by 1983 winners; and a musical phonograph record.

NEHC, whose goal is building better families, exists in 44 States, Puerto Rico and the Virgin Islands. Its membership numbers over 500,000 in 31,500 community clubs. □



The family of Rebecca and David Kaluna Keala and their children, Pukalani, Maui, Hawaii, received a certificate for being a "Great American Family" from Nancy Reagan, First Lady, honorary chairperson of the awards program, at a White House ceremony in June.

*It's nap time! Smallest member of the Kaluna Keala family from Hawaii counts sheep despite the excitement of winning one of the "Great American Family" awards.*



# Citizenship Caravan

Clyde T. Mounter  
Assistant to State Leader-Home Economics  
Clemson University, South Carolina



A powerful voice for Extension was heard in South Carolina on March 9, 1983. On that date, 1,052 Extension Homemakers club members, from 43 of the state's 46 counties, traveled to the state capitol as part of a Citizenship Caravan. The idea for the Caravan began with comments made by Myrle Swicegood, state leader of Extension Home Economics Programs, at a spring 1982 meeting in Kershaw County. The Citizenship and Community Outreach Committee of South Carolina Extension Homemakers Council (SCEHC) under the chairmanship of Vivian Sowell, Kershaw County, developed the idea through to the final event this spring.

## Objectives

The committee set several objectives:

- To provide an opportunity for learning more about the capitol and resources in Columbia.
- To encourage EH club members to become more active in public affairs at all levels (local, state, and national).
- To provide an opportunity for EH club members to go to the state capitol to discuss state issues and visit their legislators.
- To learn how decisions are made and how to affect those decisions.

## Flexibility a Key Word

Initially, we thought that 200 to 300 homemakers would visit and tour the capitol, see the legislators in action, and lunch with their individual legislators.

As enrollments began to pour in, we saw that participation had been underestimated greatly. With 1,052 signed up, the word went out, "Don't take any more registrations; we don't have enough space."

Sowell asked for help from Extension. Judy Brock, county leader in Kershaw County, June

Carroll, Pee Dee associate district Extension leader, and I responded and worked with Sowell and her committee to replan the event to handle the overflow response. We subdivided the total group into 10 smaller groups, set up additional tour stops, and trained guides to handle the overwhelming number of people involved.

## Important Day for Extension

Governor Richard Riley declared March 9, 1983, South Carolina Extension Homemakers Day. He signed a proclamation, read at the luncheon by the Lieutenant Governor, who stated: "I certainly want to congratulate the South Carolina Extension Homemakers Council on your many activities throughout the year, but especially for the Citizenship Caravan. We indeed feel fortunate that you have chosen to come and visit with us, learn with us, so in turn we could learn from you."

## The Proclamation

"Extension Homemakers, a unique South Carolina volunteer organization, encourages and aids individuals to improve their standard of living through quality educational programs.

"Members give their time and skills to help people improve their self-esteem and self-worth. The organization, almost 5,500 strong, helps spread research and practical information from Clemson University Cooperative Extension Service and USDA through trained volunteer leaders at meetings in homes, clubs, communities, and counties."

In his proclamation, the Governor states: "Therefore, I, *Richard W. Riley*, Governor of the State of South Carolina, recognizing that members of the Extension Homemakers Council represent a significant and beneficial element to enhance quality of life for all families in South Carolina, do hereby proclaim March 9, 1983, as South Carolina Extension Homemakers Day."

Following remarks by Governor Riley, Betty Buff, president of SCEHC, presented three resolutions, approved by the Board, to the homemakers and legislators present.

The Speaker of the House of Representatives, in concluding a response to the resolutions, said: "Your resolutions calling attention to research needs in the area of home economics and underlining the need for the continuation of the Clemson University Extension Service educational programs are extremely important statements, with which I agree. Your collective voice and advocacy, even though money is tight, ensures that these issues will receive due consideration during the budgetary process."

## Postscript

Within 2 days after the event, a \$60 million state deficit for state agencies was made up by reallocation of funds and speeded-up collections. Twenty days later, the House Ways and Means Committee agreed to budget an additional \$195,000 to fill seven vacancies in the Clemson University Extension Service. □

# Extravaganza for Skilled Shoppers

Joyce H. Jenkins  
Extension Family Resource Management Specialist  
Clemson University, South Carolina



Today's American teenager represents big stakes in the consumer marketplace: \$42.6 billion.

That's the sum he and his brothers and sisters between the ages of 13 and 19 spend each year for school lunches, dates, grooming, clothing, jewelry, movies, records, sports, hobbies, transportation, savings, and other goods and services.

In addition, teenagers influence the spending of billions through their parents for essentials and luxuries.

Teen spending money comes from part-time jobs and allowances well above the 25 and 50 cents so

popular a few decades ago. National surveys indicate the average weekly allowance of boys between the ages of 13 and 15 was \$8.18 in 1981. Boys 16-19 pocketed an average of \$17.86.

Girls cost parents a bit more. Allowances for those 13-15 averaged \$8.40 and for those 16-19, \$18.03.

Often young people follow the lead of many adults in taking advertising bait instead of being critical consumers. Not so for 89 Hopkins Junior High School students in Richland County, South Carolina.

## Local Mall As Classroom

These youngsters participated in the Skilled Shopper Extravaganza, a consumer education experience sponsored by the Richland County office of the Clemson University Extension Service. A local mall became the classroom for this program coordinated by Rhodan McCollom, Extension agent, and the teens became consumer sleuths gathering information needed to make responsible decisions in today's complex marketplace.

After orientation by McCollom, the home economics students of Wilhelmenia, Murdaugh and Pansy Green spent several hours comparison shopping, studying labels, and checking advertising for the best buys in Woodhills Mall.

Students worked in teams as they examined merchandise and made choices.

At the end of the program, the teams examined their findings in a group discussion. These tips on how to be in control in the marketplace are offered:

- Compare prices from brand to brand and store to store.
- Compare quality. Inexpensive goods are often cheaply made.

- Packaging may be deceptive. Look at weights, not just package sizes.
- Read all warranties and keep sales slips.

According to McCollom, "Being a good consumer means using common sense and learning the rules of the marketplace."

## Joining Forces

The Skilled Shopper Extravaganza succeeded because business, education, Extension, and parents joined forces to offer young people a realistic look at the marketplace. Various businesses in the Columbia area and mall provided donations for the teens' lunch at the mall. Twelve parents assisted with the field trip. Some took time off from work to help. One parent says, "I learned by following the youngsters around as they completed their activities."

Perhaps the best evidence of success is carryover to other days and other activities. Murdaugh notes that "Students are now more aware of shopping and reading labels. The students relate current classroom topics on foods and clothing to experiences gained during the extravaganza. They ask more relevant questions and are more aware of the vastness of the marketplace."

In reviewing the experience, McCollom says, "the teens took the activities seriously and responded well." She hopes to offer this experience to all schools in her county during the next few years. The materials needed to support the extravaganza have been made available to all counties in South Carolina, and four counties plan to offer the program. For further information, contact Joyce H. Jenkins, Extension Home Economics, 240 P&AS Building, Clemson University, Clemson, SC 29631. □

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