Ex892Ex
Cop.1

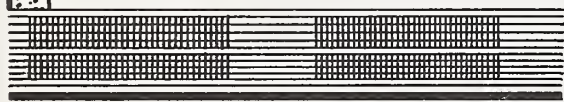
RESERVE / CORE LIST

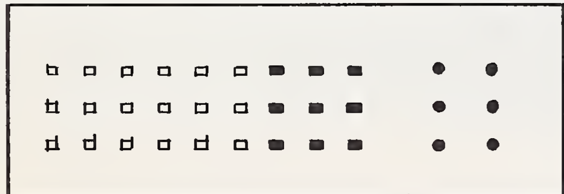
EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE * FEBRUARY 1972

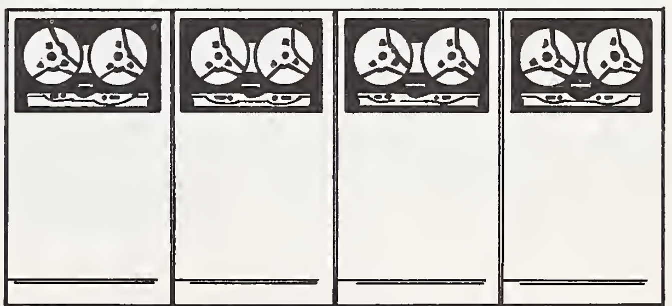
U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
RECEIVED
APR 6 1972
PROCUREMENT SECTION
CURRENT SERIAL RECORDS

COMPUTERS AID DECISIONMAKING

PAGES 8, 16







VOL. 43 • NO. 2 • FEBRUARY 1972

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

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

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, *Administrator*
Extension Service

Prepared in
Information Services
Extension Service, USDA
Washington, D. C. 20250

Director: *Walter John*
Assistant Director: *W. J. Whorton*
Editor: *Mary Ann Wamsley*

The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 1, 1968).

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402, at 15 cents per copy or by subscription at $1 a year, domestic, and $1.25, foreign.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied.

EXTENSION SERVICE
REVIEW

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

CONTENTS **Page**

Pattern fitting by TV	3
Talking tobacco—to thousands	4
Demand for vegetables benefits small farmers	6
Computer aids area's decisionmaking	8
Home economist leads county's 'revitalization'	10
Extension, juvenile court cooperate	12
Youth takes action on ecology	14
Could a computer help you?	16

Now or never

Probably only a handful of Extension workers have not by this time been involved somehow in the environmental quality campaign. Every Extension audience has special interests in the problem and special contributions to make to its solution.

Because few subjects in recent years have received as much mass media attention as the environmental quality issue, good background material has been easy to find. The problem has been one of having too much to keep up with.

One recent book from the Michigan State University Continuing Education Service, however, bears inspection as a possible source of a better perspective on the issue. Called "Environmental Quality: Now or Never," it is the proceedings from an environmental quality seminar at MSU.

Covered in the collected papers are aspects of ecology, biology, agriculture, chemistry, engineering, physics, and mathematics as related to pollution. Also considered are human values in terms of psychology, sociology, philosophy, religion, urban planning, and economics.

In its 320 pages, "Environmental Quality: Now or Never" points out strikingly what a very broad subject this is and how many disciplines will have to work together to effect any changes. It is available for $4 from the Continuing Education Service, Michigan State University.—MAW

Pattern fitting by TV

by
Val Thoenig
Extension Information Representative
Lane County, Oregon

Can a subject as personal and diverse as pattern fitting be taught by television?

Velma Mitchell, Lane County, Oregon, Extension home economics agent, was confident that it could. John Doyle, manager of Eugene's KVAL-TV, agreed the only way to find out was to give it a try.

About 2,000 homemakers tuned in weekly for the 8-week 15-minute series in January and February 1971.

Surveyed at the conclusion of the series, the homemakers said they no longer would be daunted "by those measurements on the back of the pattern envelope that so seldom match our own."

They expressed confidence that they could achieve a "custom fit"—the goal of every woman who appreciates beautiful clothes—by practicing the clear-cut skills they'd learned through television.

"Our emphasis was that pattern alteration is more than lengthening, shortening, or taking in," Mrs. Mitchell said. "It's knowing your own figure measurements—understanding how to translate those measurements to a pattern."

The idea for the training in "Personalized Pattern Fitting and Adjustment" originated with members of the county's home Extension study clubs.

When they presented their request, Mrs. Mitchell knew the challenge was one to her liking. A long-time clothing specialist, she is a former costume designer for a Los Angeles studio.

The first approach to the problem was to train volunteer leaders. Mrs. Mitchell drew up lesson plans—liberally illustrating the bulletins to emphasize cogent points—and was able to compress most of the important parts of a full college term in pattern fitting to a 20-hour "capsule" course.

Meanwhile, the leaders—representatives of home Extension study clubs and advanced 4-H clothing clubs—were laying the groundwork for sessions in their own communities. "That's when they realized they needed help in spreading themselves to meet the demand," Mrs. Mitchell said.

On television, Mrs. Mitchell used visuals and a tiny mannequin to convey pattern fitting tips.

The leaders were committed to working with 644 homemakers and 109 4-H'ers. Many more women were on the waiting list.

"Television was the answer," Mrs. Mitchell said. "Volunteer leaders said they could increase group training if sessions could be coordinated with television demonstrations."

The idea was presented to station manager John Doyle. "He offered us 15 minutes at a time that would please most homemakers—9:15 to 9:30 on Friday mornings," Mrs. Mitchell said.

For Mrs. Mitchell it meant another challenge—editing, compressing, and adapting the literature to a three-part bulletin for television viewers.

A tiny mannequin became an important show prop—and was personalized through a viewer-participation contest.

Soon, more than 2,000 women had requested bulletins—and favorable testimonies were filtering in.

A survey of the women who had requested bulletins dispelled any doubt there might have been about the effectiveness of the programs.

A total of 747 replies were received with the following responses:

—747 women described the series a "good use" of television time and requested continued consumer information,

—344 requested a series on speed tailoring,

—432 noted they felt confident they could "spot" a good fit in a readymade garment,

—193 said they had completed a basic garment to test the techniques of pattern fitting, and

—264 said they had applied at least one tip learned in the series.

Surprisingly, 434 homemakers declared they preferred televised instructions to other types of sewing classes.

The series had still another bonus: 368 said it was the first time they had participated in a meeting with a home Extension agent, and 79 said the pattern alteration was their introduction to the Cooperative Extension Service. □

Talking tobacco—to thousands

by
Joanna McKethan
Assistant Publications Editor
Public Information Department
University of Kentucky College of Agriculture

Radio . . . TV . . . newspapers . . . magazines . . . never have these vehicles been driven so vigorously by a lone Extension specialist under his own steam.

Meet Ira Massie—not a media specialist—but Extension tobacco specialist in the agronomy department of the University of Kentucky College of Agriculture, already well-known to his central Kentucky following as the "tobacco-talk" man and farm newscaster.

For anything from tobacco suggestions to lawn care tips, Kentuckians can flip on their televisions Saturdays at noon to WKYT-TV, Lexington. For straight tobacco news, they can tune in Friday nights at 6:00, same station.

Lexington and vicinity form the heart of the "burley belt"—her radio, TV, and newspapers reach the people who grow more than 60 percent of Kentucky's tobacco, one-third of her total agricultural income. This sets up the Lexington area as Ira's prime target for intensive tobacco broadcasting.

Ira first sought out one of the local stations, which he later dropped because of too-frequent pre-emptions. About 2 months later WKYT-TV decided to give it a go. They ran a 15-minute show until December 1970, requesting him at that time to develop a 30-minute version.

Talking tobacco to some 40,000 local listeners makes a drop in the bucket compared with an estimated 700,000 statewide audience from his combined media output. Radio tapes, interviews, TV programs—each blurb sends out tobacco information to the people who grow most of the State's crop.

Ira's programs include not only recommendations from the College of Agriculture and other land-grant institutions, but also the latest national and international tobacco happenings, plus farming success stories.

To Ira, it's a shame to speak personally to only 5,000 people in a year—which took 87 percent of his time during his first year as tobacco specialist and included no followup visits. Now he uses that same time to talk to over 500,000, weekly, by radio, TV, and the written word.

Ira's statewide coverage is surprisingly thorough, reaching beltwide into at least six States. Much is due to his private efforts; however, where farm directors are available, he works through them and cooperates with them fully.

He is host for:

—a radio program for WHAS in Louisville every Wednesday and Saturday,

—two weekly radio programs over WAVE in Louisville, and over the burley network (14 tobacco-oriented stations),

—two major TV features and two 8-minuter's a month over WFIE in Evansville, Indiana, and Louisville,

—a radio weekly on WLW in Cincinnati,

—a 15-minute monthly and a 5-minute weekly on WSAZ-TV, Huntington, West Virginia, "Tobacco Corner," and

—specials and promotionals, scattered over the year's calendar.

He also writes numerous articles for newspapers and magazines, including a monthly article in Kentucky Farmer.

Yet he still takes ample time to work with farmers at a "one-to-one, how-to" demonstration level, using such contacts to further personalize his programs. Turning on his tape recorder, he lets the tobacco farmer ask questions, make comments, express problems. Such dialogues form a substantial part of Ira's radio programs.

Is it reaching the people? The most obvious evidence that it is comes from

Ira Massie, right, tapes his discussion with a farmer about fall preparation of tobacco plant beds. The resulting radio tape, he hopes, will influence many other growers to follow the same practices.

the fact that "Tobacco Talk" is entering its 12th year of broadcasting, and most of the other shows are of long standing. It has survived television and radio evaluating systems, which jealously guard prime-time spots.

Ira also has tried questionnaires with county agents and at tobacco meetings of all sorts. Each time the responses were favorable: a predominant number watch "regularly" as opposed to "occasionally" or "not at all."

Responses from in-county visits, telephone calls, and chance visits—farmers, commercial tobacco workers, county agents—they all add up to total satisfaction.

Appealingly personable, Ira adds greatly to his effectiveness as a radio-TV personality with his homespun style. During the show, he's a natural—putting guests at ease, asking just the right question to get them immediately on course, interjecting comments to direct wandering discussions.

Not that it's all been easy. Being in the public eye evokes criticism that might wither less hardy individuals. And it's a struggle to stay "in" with commercial TV. It's also an effort to justify commerical sponsorship with Extension's public service definition.

Why is this issue worth fighting for? Ira's reasons for preferring commercial TV and radio over public service outlets, only farm directors, or closed-circuit TV are:

Priorities. His program can't be dropped in favor of those who buy time, thus preserving continuity of the program—a must for a repeat audience and timely news.

Prime time. A paying customer can demand and get a better time slot—very crucial in farm broadcasting, as farmers can be reached only at certain intervals of the day.

Personal incentive. One must do a better job when competing against another buyer's privilege.

Privileges. Paying customers can require more facilities, better production, visual aid services, photographers, news people, etc.—public service gets what's left over.

Immediate release; specific area coverage. Technical reports are released immediately; the subject matter hits the area it is meant for.

Farm directors are getting scarce. Because farm people are becoming a smaller, more specialized group, they command less viewing time. On many networks, farm directors already have been phased out. Even when available, they cannot devote much time to special areas—although it may be needed. The main tobacco belt has no farm directors in it, thus intensifying Ira's need for commercial TV's direct outlet.

Ira has carefully developed his own working philosophy within the framework of commercial sponsorship. While he has not satisfied everyone, he has curtailed major policy objections. He basically relies on the personal, professional integrity of the specialist involved. His specific cautions are: making no reference to the commercial, having no break in subject matter content before or after it, and never commenting on the sponsor's product.

In spite of the hassles and the extra working time it takes to be so media-involved, Ira has kept his informality and friendliness. And nothing waters down his intense involvement in tobacco.

"I'd rather not talk anything but tobacco," he admits, "but since WKYT increased my show time from 15 to 30 minutes, I've changed the show's name to 'Tobacco Talk, Etc.' with 'Etc.' to reach more people.

"Stations pick programs based on how many watch the show, and farm broadcasting alone just can't produce the numbers. So to keep my prime time, I ask other specialists in to share facts with urban folks.

"I give tobacco information to the growers first. Then I invite experts to show a tobacco farmer how he can increase his gross income. But the last 5 minutes, someone gives the weekender tips on what to do around the home."

Specialists whose audiences are potentially large, and who can't get the necessary coverage from standard sources, might do well to consider Ira Massie's route through commercial channels.

For in an era when commercial farm broadcasting is almost passe, the tobacco population is getting daily help—thanks to the planning, pushing, and promoting of Ira Massie. ☐

43(2): 6-7. Feb 1972

Demand for vegetables benefits small farmers

by
Addre Bryant
Extension Farm Agent
Montgomery County, Alabama

When there is cooperation among Extension, business, and industry personnel, there is bound to be progress in solving some of the small farmer's problems. This has certainly been true in Montgomery County, Alabama.

Late in 1970, the manager of a local grocery chain's produce department contacted Montgomery County Extension Chairman Tom P. McCabe about farmers producing fresh vegetables for them during the summer of 1971.

McCabe saw this as an opportunity for small farmers to increase their farm income. Because I am in charge of Extension's commercial vegetable production programs in Montgomery County, I was given the leadership for this venture.

A meeting with small farmers, community leaders, and representatives of the local wholesale grocery company was held in early January. Seeing this as a chance to increase their farm income, all farmers agreed to try growing fresh vegetables for the firm. They realized that they could grow fresh vegetables along with the cucumbers which they had been growing for several years.

In 1971, 30 farmers planted 56 acres of vegetables—okra, squash, peas, and lima beans—and 40 farmers planted 71 acres of cucumbers, all of which grossed them about $30,000.

Many of these farmers have been growing cotton as their main source of income for several years. But with the increased cost of production, decline of cotton acreage, and the lack of equipment to grow cotton profitably, it became necessary for them to look for other sources of income. Producing food crops offered a good prospect.

An Extension Commercial Vegetable Planning Committee was formed in 1971 to set up a plan of action.

Methods used to implement the program were: community leaders' meetings, community tours, distribution of circular letters and Extension publications, method demonstrations, farm visits, color slides, and result demonstrations.

One countywide meeting was held in January to plan a vegetable program for farmers interested in participating in the project. Speakers included Perry Smith, Auburn University Extension Service vegetable specialist, and James Leslie, manager of the grocery chain's produce department.

Two other countywide meetings provided limited resource farmers the latest technology on growing vegetables. Subject matter covered included soil fertility, success stories by result demonstrators, nematode control, and recordkeeping.

Method demonstrations were given on the proper method of taking a soil test and marketing quality products.

A local church group known as the Cucumber Growers Fund Committee gave valuable leadership with the commercial vegetable program. The chairman of this committee is a local businessman.

The church group wanted to do something to help people at the poverty level, so they have been making cucumber production loans to farmers who are not able to get loans from other lending agencies.

A Montgomery County, Alabama, farmer inspects some of his vegetables during a demonstration on grading produce for market.

One countywide tour was held to let commercial vegetable producers observe result demonstrations.

Regular farm visits were made to supervise result demonstrations during the growing season. Some of these demonstrations were visited weekly to be sure that the demonstrators followed recommended practices.

Through circular letters and farm visits, special emphasis was placed on marketing. Marketing is one of the major problems, because many of these farmers had no knowledge of how to harvest, grade, or sort quality vegetables for the market.

Method demonstration meetings helped teach them how to prepare vegetables for the market. Perry Smith, the vegetable specialist, conducted one of these meetings. Other demonstrations on grading vegetables were held continuously during the marketing season.

A weekly circular letter was sent to all commercial vegetable farmers during the cucumber growing season to give them current production recommendations.

As a result of a massive educational program by the Montgomery Cooperative Extension staff and community leaders, the commercial vegetable program continues to make progress. For the past 4 or 5 years, most of the vegetable program has been centered on cucumbers.

The gross income per acre from these crops is high. Most fit well into limited resource farmers' programs.

Some examples of gross income are: Charlie Bell, one acre of okra, $512; Mrs. Cornelius Hall, one-half acre of squash, $220; William Tucker, one acre of peas, $206; Connie Parker, one acre of peas, $262; Robert Pinkston, six acres of vegetables which averaged $263 per acre; and John Harris, two acres of cucumbers, $699. Sale of the vegetables brought $30,000 to the county's participating farmers.

Some farmers stated that this program assisted them a great deal toward increasing their farm income, because many earn less than $3,000 a year. Some also said they had never received prices for vegetables like they received in 1971.

Mrs. John Harris reports that they have been trying for 4 or 5 years to find money to install a bathroom in their home. This year, from the sale of cucumbers, they were able to complete this project. Most other farmers used the money to buy food and other needs, because many had no other source of income at this time of the year.

One other feature of the commercial vegetable program was the fact that there were no serious nematode problems reported from vegetable producers in 1971. More than 85 percent of the farmers treated their soils for nematodes.

And not only did farmers who grew commercial vegetables increase their per acre income, they also increased their knowledge and skills in vegetable production and their leadership responsibilities in their community.

The commercial vegetable program has improved the Cooperative Extension relationship with small farmers as well as with the business community. □

Computer aids area's decisionmaking

by
Ralph D. Smith
Program Leader, Communications
University of California

Can economics jargon like input-output mean anything to county officials and businessmen of rural communities?

In five counties north of California's San Francisco Bay, the answer is yes. Computerized input-output analysis is helping officials in those counties make better planning decisions.

The system won't make pushbutton decisions for them. That's still the province of the board of supervisors. But they can make decisions knowing much more about such things as the value of a vineyard and the multiplier effect of processing grapes into wine.

They can look at the economic probabilities of putting land into an agricultural preserve, or into a mobile home park, or an industrial park. They can see what a countywide shift of 1,000 acres from prunes to houses would do in shifted tax sources and more children in schools.

They have learned that transportation—moving people to jobs, mainly in automobiles—is one of the most significant local industries.

An input-output system is now a basic planning tool for community decisionmakers. It reached that useful stage because University of California farm advisors put time-tested Extension methods to work in a new area with new people.

Napa County Extension Director James V. Lider credited much of the success of the study to his predecessor, John N. Fiske.

"It was Jack Fiske," he said, "who knew who to go to, who in government and community and agricultural organizations to work with. He had the expertise in community relations that was indispensable.

"It is most important to have a staff member who intimately knows the economy, the physical features, and the political climate of the community."

The Five-County Study started about 10 years ago. Fiske (now retired) sat in on a seminar on the Berkeley campus of the University of California.

"It was evident," said Fiske, "that the future of our agriculture would be more influenced by factors lying outside the farm fence than by production practices on the farm itself."

Napa County and its neighbors are on the fringe of the San Francisco-Oakland metropolitan area. People thrive in the north bay climate just as well as the grapes, dairy cows, prunes, apples, and cattle that make up most of the area's farming.

Fiske set up two economic conferences. The first, in 1963, brought together 250 county civic, agricultural, and governmental leaders. Next, in 1965, there were 300. "Although we developed

Among those who have been active in planning and using the California "input-output analysis" system are, left to right, Philip Crundall, Napa County planning commission; John Fiske, retired county Extension director; James Lider, Fiske's successor; and Albert Haberger, Napa County administrator.

useful information," he said, "we had little idea of what might happen if conditions changed."

He talked with Extension Economists L. T. Wallace and John Mamer. The possibility of using "input-output" analysis in the county program was proposed. This technique describes the economic interrelationships of the economy and shows how a change in the sales or costs of any one segment affects the other segments.

The idea interested the Department of Health, Education, and Welfare. It offered some funds for a pilot study. The study extended from Napa County to include neighboring Marin, Sonoma, Mendocino, and Lake Counties. It included Mare Island Shipyard, in a sixth county, because 2,200 yard workers lived in Napa County.

From there on the study went a long way beyond simple data gathering, says Lider.

"A trained person, such as a graduate student, can collect data," he said, "but someone must thoroughly know the sources: government, business, agricultural, civic, and social organizations, and especially the key people in all of them. This means going back to good Extension methods, and using them with a new clientele, one that is less clearly defined than the agricultural people we always have worked with.

"We are working with doctors and lawyers and other professional people. They have no knowledge to start with about how Extension works. You have to bring them along with you. We go through all the steps Extension took with farm people when Extension was new."

The new clientele, Lider said, must learn how input-output analysis works, how it can be used as a tool in community planning.

"We have to tell people about both its possibilities and its limitations," he said. "It won't tell you to decide on an industrial park; but it will give you better figures to use in deciding."

For the five counties, the Extension economists and the county farm advisors built a checkerboard matrix of economic factors—starting with farm crops (such as vegetables and livestock), then manufacturing, service sectors, and finally households, taxes, and imports. The squares show the complex effects of change in any part of the economy.

Officials in the five north bay counties can now use the matrix for help in planning public policies, just as industrial firms plan their private profit ventures with the help of input-output tables on their computers. New economic information is easily plugged into the matrix.

"The input-output matrix can't tell you what is good, or what is bad," said Fiske. "It can't tell you whether a subdivision will be an asset or a blight.

"But it can tell you the directions of the economic flow. The decisionmakers can look in advance at the gross economic results of proposed changes, and at least be more aware of some of these possible consequences before they make their final decision."

Input-output techniques help planners analyze such questions as these: What are the gross dollar differences by sector if a community builds an industrial park or puts that same money into a junior college? And what is agriculture really worth to the county?

Before public funds are invested on the park or college, for example, community officials can estimate the gross economic activity generated. Schools are generally more people-oriented than industry in their budgets; 80-90 percent of most school budgets goes for salaries or wages, compared to 30-50 percent in industry. Benefits to commerce from these spendable funds are sometimes not so evident to the taxpayers. They see that industry helps provide a tax base and schools do not.

"City and county officials have to decide what they want and what they can afford," said Fiske.

The Five-County Study is no mere academic exercise; the matrix is being used. It was used when estimates came in of spring frost damage to grapes, prunes, and walnuts in Napa County. Estimates of gross damage to the county's economy were sent back from the computer within an hour. The information was used by county officials in making a more realistic application for disaster area relief.

But starting an input-output study may be more than many county staffs or Extension economists can undertake, County Director Lider added. Napa County, the starting point of the California Five-County Study, he points out, had the good fortune to have Fiske's deep interest in expanding Extension's public affairs work. The county still has that good fortune; Fiske, though retired, is carrying on much of his activity in the project.

"There must be a staff member who will stay long enough to really know the county," Lider stressed. "An area farm advisor might be brought in to do it, but he should stay at least 5 years. If he is going to build up intimate local knowledge of people, he must stay at least that long.

"With county and State Extension staffs shrinking instead of growing in these short-budget years, who's going to take on that role?" □

by
Twila Crawford
Extension Specialist, Communications
Kansas State University

Home economist leads county's 'revitalization'

"A person with unique leadership characteristics is needed to move a community from fragmented efforts into a unified plan of action of its own making."

This is a description of Mrs. Ocie Neuschwander, Greeley County Extension home economist, who is the first Kansan to receive the Florence Hall Award from the National Association of Extension Home Economists. This recognition was for her efforts in the Greeley County Community Action project, which emphasizes quality of living and rural revitalization.

While the committee which nominated her is full of praise for her work, Mrs. Neuschwander is quick to point out that many people are involved, and it is a total community action program.

"My involvement has been primarily in initiating, helping organize, and selling the program," she says.

How did a county Extension home economist become involved in such a program?

Rural communities have two special problems—loss of young people and provision of needed community services for a diminishing population.

Greeley County, located on the Kansas-Colorado border, has these concerns, since it has the lowest county population in Kansas—less than 2,000 persons.

In 1970, Kansas State University Cooperative Extension Service and the Kansas Department of Economic Development launched a State community development program called Kansas Community PRIDE (Programing Resources With Initiative for Development Effectiveness). The statewide emphasis was a contest and awards program encouraging communities to develop, plan, and demonstrate progress in areas of identified need.

With the announcement of the forthcoming PRIDE program, plans were made in Greeley County for leader training in the adult home economics program on a group teaching topic, "Organizing for Community Action."

Mrs. Neuschwander and the county Home Economics Advisory Chairman persuaded 14 Greeley County leaders to participate in the training meeting. All were women except the Chamber of Commerce secretary.

At the training meeting, conducted by Kansas State University specialists, some basic data about the county and area were given to stimulate thinking. Trends in population, income after taxes, number of farms, and retail sales were included. Each participant was asked to check "Yes," "No", or "Don't Know" to 48 community characteristics listed on a questionnaire.

They then divided into small discussion groups to identify a few community problems and to suggest some of the causes.

Before the meeting was over, Greeley County leaders decided that one major problem was lack of coordination among the many county organizations which plan projects and activities for community betterment.

The 14 leaders who participated in the training meeting used the questionnaire to survey other people. The 660 completed questionnaires were then summarized and ranked.

It appeared that much of the population was ready psychologically for community betterment activity.

Goals included coordinating more than 80 organizations in Greeley County toward community betterment, setting priorities for improvements and projects so there was a logical sequence of problem solving, establishing a steering committee and task forces so all interested persons would be involved, and stimulating improvements in community planning, economic development, community services, housing, transportation, education, and enrichment.

This is an example of one county's progress under Kansas' PRIDE program. The total statewide effort was discussed in the July 1971 Extension Service Review.

A 15-member steering committee developed a plan of action. Serving as advisors were Mrs. Neuschwander; Donald G. Loyd, county agent; E. Wayne Brenn, Soil Conservation Service district conservationist; Lloyd E. Waldren, county executive director, Agricultural Stablization and Conservation Service; members of the County USDA Committee for Rural Development; and Les Frazier, KSU Extension economist. They decided to enter the PRIDE program.

The plan of action included identifying high priority problems and appointing 14 task forces.

Tribune and Horace, the two population centers in this agricultural county, were entered in separate community programs.

Community beautification is one goal of the Greeley County PRIDE program. Above, Extension home economist Ocie Neuschwander (right) and two community leaders observe the cleanup of a lot in Horace. At left, Mrs. Neuschwander (right) and members of the Enrichment Committee view an art exhibit they helped present at the Greeley County fair.

The task forces for the Tribune Community Action Program include:

—Community planning—bylaws have been completed for Greeley County Development Group, Inc., directors selected, and officers elected. Plans are underway for stock sales.

—Education for youth and adults—consideration has been given to Title I funds and to courses which are needed in adult education. Telecommunication from KSU has been cited as a means of obtaining courses from the University. An art class began last fall under the direction of the KSU Continuing Education Department.

—Enrichment: beautification, culture, recreation, and tourism—several projects are underway, including an art study group, music study group, "Yard of the Month" Club, and park improvement. A new community theater group is active.

—Obtain doctors—considering a plan to help a student through medical school in return for his services in Greeley County when he is trained.

—New courthouse building—the task force has met with County Commissioners, and members are checking on building site possibilities.

—Retail sales—a promotional program is being developed.

—Youth and adult recreation—several projects are underway, including golf, gun, and archery clubs, tree planting on club areas, and lighting for tennis courts and ball parks. A youth recreation center is being established.

—Housing—efforts have been started to develop housing for elderly and low-income families by filing application with the U.S. Department of Housing and Urban Development for funds. Application has been approved but funds have not been allocated.

—Waste disposal including sewage disposal, garbage pickup, sanitary landfill, and beautification—County Commissioners have given official sanction to the project. A landfill site has been selected.

—Control of stray dogs—a dog pound has been completed and a dog catcher is on the job.

—Welcome committee—an informational brochure is being developed to help welcome newcomers to the community.

The task forces for the Horace Community Action Program include:

—Cleanup—progress has been made in community cleanup and includes furnishing basket dinners for cleanup workers.

—Horace Greeley antique town—renovating and promoting this tourist attraction.

—Parks and recreation—a $9,000 waterworks improvement bond issue was developed and approved by the community. A gift of property is being improved for a park.

Mrs. Neuschwander participated in the Community Action Program by recruiting leaders, planning the leader training, and localizing discussions so leaders saw the process of organizing for community action and the problems they were identifying. She also led the development of a plan and helped with the survey and the related educational opportunities.

She kept interest alive and set up a community meeting to discuss the implication of survey findings, including making personal contacts to the needed community leaders to get their support and participation, and worked closely with a KSU resource person. And she kept in close touch with all task forces as they met and began working, and helped them consider alternatives and locate resources.

Mrs. Neuschwander's influence provided a pivot for community planning and cooperation.

As a result, the Community Action Program and the home economics Extension educational program in Greeley County are recognized locally and statewide for their value in rural revitalization and improved quality of living. □

Extension, juvenile court cooperate

Dane County, Wisconsin, Juvenile Judge Ervin Bruner wanted to provide a training experience for volunteers who work with children in trouble, so 4 years ago he went to the University of Wisconsin Extension Service for help.

As a result, Extension and the Court teamed up to produce a course called "Delinquent and Neglected Children in Dane County."

Dane County, a fertile agricultural area in southern Wisconsin, is one of the country's biggest producers of dairy products. But it is probably even better known for being the location of Madison, a city of 170,000, the capital of the State, and home of the oldest and largest branch of the University of Wisconsin.

In general it is an affluent area, but poverty is more prevalent than most people know. A survey in June 1970 showed that 27.9 percent of households in the county had incomes below $5,000.

by
Helen F. Bruner
Extension Specialist
Center for Community Leadership Development
Madison, Wisconsin

Although delinquency and neglect are not confined to youths from low-income families, poverty is a contributing factor.

In 1970, 2,605 youths were referred to juvenile court. The four most frequent violations were shoplifting, theft, running away, and failing to comply with beer and liquor laws. In past years, running away might have been in 10th place; last year's figures indicate it had jumped to third.

Among reasons for the increase in runaways may be the changing youth culture, wider use of drugs in a cross section of society, and the presence of the university where runaways are likely to find not only the action, but also sympathetic young people who will share their quarters.

Instances of child neglect cover a broad area. A child may be physically neglected by being deprived of medical

Those who benefit most from the Extension-juvenile court training program for volunteers are the juvenile offenders, such as those which Judge Bruner is counseling, left, and the innocent victims of child neglect, like the little boy, above.

or dental care; he is considered emotionally neglected when exposed to constant violence in the home or if he suffers from a complete lack of affection. If he grows up in an environment of crime, he is morally neglected.

Last year several hundred such cases came to the attention of some agency in the county. About a third of these actually were taken to court.

The original goals of the course were to find out what services these delinquent and neglected children need, what kind they get, which ones could be improved, and what an interested citizen could do to help.

Coordinators were a social worker with the Dane County Juvenile Court and an Extension worker from Extension's Center for Community Leadership Development in Madison.

The judge was eager for the program to include two types of activity—lecture-seminars and field work. Thus the coordinators divided their efforts along these lines. The Extension person contacted the speakers, and the social worker arranged the field work.

The class met for the first time in January 1968, the original membership having been recruited through a brochure distributed by Women's Continuing Education, also a part of Extension.

Since field work had to be individually arranged, the enrollment at any one time was necessarily limited. Thirty women attended, and 30 others had to be turned away. The course has been repeated five times, announced both by brochure and word of mouth.

Because the course was planned for the volunteer, the students in the beginning were mostly middle class housewives. Response was enthusiastic, and there were requests for a repeat performance.

When it became known that the course offered very practical information, a sprinkling of professionals signed up. A few social work students, some Head Start staff members, a couple of ministers, and a professor who was directing a computer-aided legal services project were among the students.

More recent participants have been school personnel—first from the county's 15 village districts and then from the city of Madison system. The purpose of their involvement was not to be trained as volunteers but to become better acquainted with social services available to children and to relate those services to the schools. Each person from the Madison school system who took the course earned two in-service credits.

The lecture-seminar sessions—1-1/2 to 2 hours in length—give ample time for students to ask questions. The time of day has depended on the clientele. For housewives, mornings were good; for school staff it had to be late afternoon.

Since the course has been conducted a half dozen times, it has been possible to experiment with different kinds of sessions.

At first, for instance, the superintendents of both the Wisconsin School for Girls and the School for Boys came to Madison to speak. Later classes went to the schools to view rehabilitation first-hand. Fortunately, both institutions are within easy driving distance of Madison and are receptive to planned visitations.

Each time the course has been offered, the program has included a panel of mothers receiving Aid to Dependent Children. They are always eager to "tell it like it is."

A psychiatrist and a psychologist have dealt with problems of children under 12 and with adolescent troubles, respectively.

A specialist in early childhood development has spoken of the need for preschool education, particularly for the disadvantaged. There was a session on alcoholism and drug referral services provided by the Dane County Mental Health Center.

School staff members have been particularly interested in sessions dealing with legal rights of administrators, parents, and students. Last year, the juvenile defender in the county legal services center and an assistant city attorney joined forces to handle this perplexing subject.

On field work assignments, participants have spent up to a half day in as many as six different agencies. These have included, for instance, a morning with a social worker going out on a family visit; sitting in on a conference about a troubled student with a school psychologist; or a morning of cases in juvenile court.

Participants have toured juvenile detention facilities and interviewed the people who conduct the GED (General Educational Development) program offering a high school equivalency to school dropouts.

School personnel, without as many hours to devote as volunteers, have had to limit their field work assignments, but the Juvenile Court session has been a requirement. Class members are treated like any social work student on field assignment with the privilege of sharing confidential information.

A number of "graduates" have become further involved with activities dealing with youth. One woman took the course because she was looking for an agency that would help with the drug problem, driven home to her when some of her children's drug-involved friends wanted to confide in her. She and her husband subsequently helped set up a walk-in center for such young people.

The type of involvement has varied. Another woman feels she can do her bit by transporting a teenage girl 20 miles to the Juvenile Court's Family Living Program, a series of discussion sessions for young people, led by trained staff.

Yet another woman became a member of a task force studying juvenile detention facilities and eventually took on a group leadership role in the Family Living Program.

A house in the country became a licensed group home for delinquent boys through the efforts of another "graduate."

When asked to comment on this Extension-Juvenile Court cooperative effort, one of the most recent participants, a Madison school teacher, wrote, "Repeat the seminar again and again." □

Youth takes action on ecology

by
Charles W. Spradling
Area Youth Specialist
Clay County, Missouri

Can the "establishment" and youth work together on a cooperative project? Recent events in the metropolitan Kansas City area have proven it can be done.

Five youth organizations worked together to develop a Metropolitan Ecology Educational Program, called S.T.E.P. I. Its purpose was to provide an opportunity for members of the organizations to learn about ecology and to give them action-type projects suitable to their age.

S.T.E.P. I (Save the Environment Please, Phase I) started when Area Youth Agent Specialist Charles Spradling and Environmental Health Specialist Bill Young met with Campfire Girl staff and leaders to discuss developing an ecology project for the Campfire Girls.

During the meeting it was suggested that a program be set up for all the major youth groups in the Kansas City metropolitan area. They decided to meet again and invite Boy Scouts, Girl Scouts, Campfire Girls, 4-H, and Y-Teens from Johnson and Wyandotte Counties in Kansas, and Jackson, Clay, and Platte Counties in Missouri. This meeting, in January 1971, was the beginning of S.T.E.P. I.

Representatives from the youth organizations, both professionals and volunteers, formed an Ecology Steering Committee. After four meetings filled with frustration, anxiety, and arguments, the group finally decided upon the aim of S.T.E.P. I.

It was to "educate the people of the Kansas City metropolitan area about the process of recycling and to get them to participate in the recycling of glass and metal containers and newspapers to effect a life style change in the residents."

This was to be done by providing educational and action type projects for the members and adult volunteers of the participating youth organizations.

After establishing the aim, the Steering Committee appointed an action committee, publicity committee, education committee, and legislative committee. Each was assigned specific responsibilities for developing and promoting the ecology program. The name, "S.T.E.P. I," was originated by publicity committee member Joye Patterson, Extension environmental specialist.

Area Youth Specialists Harold Smith, Harry Vieth, and Charles Spradling served as advisors to the steering committee and as liaison with the University of Missouri.

Along with Area Environmental Health Specialist Bill Young, they helped to develop an educational program which established action projects for the members of the youth organizations.

Youth and adult volunteers work together at the dock of the S.T.E.P., Inc., recycling center to sort materials for processing by the machines inside.

And they helped the action committee set up requirements for completion of the program.

In addition to working with the steering committee, Extension provided resource personnel from the University of Missouri to help develop a slide-tape presentation to use in promoting the program and to help get S.T.E.P. I started.

Area Youth Specialist Harold Smith worked with the education committee to set up the entire educational program. This committee provided the slide-tape presentation to the participating agencies for volunteer leaders to show to youth.

It also developed educational training programs and a training packet used to train youth members and adult volunteers to teach the program to others. These trained youth and adults educated not only other members and leaders of their organizations but also church groups, civic organizations, local government officials, and others.

The publicity committee received help from Youth Specialist Harry Vieth. He worked with volunteer leaders from 4-H and other youth organizations to inform the general public in the Kansas City metropolitan area about the program.

The committee provided spot announcements, news articles, and editorials to the mass media. Also, local television appearances were arranged for Extension personnel, Girl Scout professionals, and volunteer leaders.

The steering committee appointed Youth Specialist Charles Spradling to serve as general chairman for the program. He worked with the group to provide leadership to the overall program effort.

Publicity for S.T.E.P. I brought increased support. The Kansas City Soft Drink Bottler's Association, for example, offered to help, and a representative from the Association began meeting with the steering committee.

After establishing the action projects for youth members, the steering committee began to talk about the possibility of mass cleanup campaigns and recycling the glass and metal containers and newspapers collected. The problem was where and how to do it. This was answered by the Bottler's Association, which agreed to donate a recycling machine.

As a result of this cooperative work, the S.T.E.P., Inc., Reclamation Center was born. The Center site was set up in Kansas City, Missouri, and the building for the Center was donated by a greeting card company. An added surprise was the donation of $1,500 by the Kansas City Beer Wholesalers Association. In July a paper baling machine was loaned to the Center.

The youth of the Kansas City metropolitan area now had not only S.T.E.P. I, an educational program, but also S.T.E.P., Inc., a reclamation center where they could assume responsibility in helping solve a part of America's ecological problem.

Next, the steering committee began to make plans for the first mass areawide recycling pickup of glass and metal containers and newspapers.

They decided to schedule the event in conjunction with 1971 Earth Day activities. The Center officially opened April 22, 1971, and has been an enormous success.

A mass areawide pickup day was held again on June 5, the Boy Scouts' nationwide "Keep America Beautiful Day." The youth organizations were responsible for conducting the pickup of glass and metal containers and newspapers. They worked in cooperation with the Citizens' Environmental Council of Greater Kansas City.

The Boy Scouts' national Keep America Beautiful Day is April 29 this year, and they would like help from other youth groups, including 4-H. Interested 4-H'ers should contact their local Boy Scout units to volunteer assistance.

The reclamation center is run entirely by volunteer youth and leaders from the youth organizations. The chairman of adult volunteers has worked with the youth to establish safety rules, operational rules, and work shifts.

4-H Junior Leaders and other 4-H members have responded by working at the recycling center, taking the S.T.E.P. I project as part of their 4-H work, and informing other people about S.T.E.P., Inc. and the need for recycling.

What began as an ecology project for a group of Campfire Girls has grown to one of the most dynamic and exciting things in Kansas City.

Thousands of youth and adults are involved in this educational and action program. The involvement grows each day as does the cooperation of the citizens of the metropolitan Kansas City area. They are becoming more aware of the problems of our environment and more willing to do something about the problems.

Given the opportunity and something which has meaning and responsibility, youth and adults will respond. They will make a commitment.

And youth and the "establishment" *can* work together cooperatively. ☐

UNITED STATES
GOVERNMENT PRINTING OFFICE
Division of Public Documents
Washington, D. C. 20402
OFFICIAL BUSINESS

Could a computer help you?

You don't have to take a trip to the moon to discover the miracle of computer technology. There are many projects in Extension now whose results show great promise for further adaptation of this technology to the needs of everyday living. And who can argue that using a computer to guide one to the moon and back is more exotic or sophisticated than using this technology to improve the quality of living for earthbound beings?

All of us who use charge cards and many of us who receive paychecks have been vaguely aware of the benefits of computer technology for years. The benefits are hardly a miracle. We know why they're used. Computers compress time by multiplying the output of a given work force manyfold.

And in this ability to compress time lies its potential for multiplying the benefits of Extension programs. All we in Extension have to do is devise ways to apply this technology to help our clientele make decisions concerning alternatives and opportunities for making the most of its resources.

The ability of the computer to compress time gives its users an efficient technique for simulating—that is thinking through in advance an alternative and arriving at the consequences of the alternative under a given set of circumstances. The circumstances can be varied in order to examine the consequences of an alternative in a changing economic, family living, or community environment. A second benefit of computer simulation is its complete objectivity—at least as objective as the data inputs—without getting hung up on preferences, biases, or prejudices.

Of course, simulation can be done without the computer—if you have time. But the computations and calculations are extensive and laborious. Few have the time or patience to follow them through on a variety of alternatives, considering each alternative under a wide range of conditions. Yet the computer can do all this in a matter of minutes.

Use of computer technology in Extension programs is not at all farfetched. Our projects already are proving that they work. All we have to do is quit doing "business as usual" and get on with the adaptation.

We have seen how computers compress time in the mundane. Look at the prodigious amount of data amassed and analyzed through the Extension Management Information System. Look at the mass of information made available to farm managers through electronic farm recordkeeping—not only tabulated, but analyzed to show weaknesses. The same is true with dairy production records. All this could be had without the aid of computers, but only with extensive use of manpower. Why not make use of the computer's ability to compress time for looking into the future?

A group of five counties in the Bay Area of California is using computers to help make decisions that affect the entire community—whether to maintain land in agricultural preserves or let it go for housing and/or industrial developments—what are the benefits of increased industrialization versus the social and service costs.

We could go on citing samples of uses of computer technology to increase the quantity and improve the quality of Extension Service to its clientele. But further examples would likely serve little purpose.

The key to exploiting computer technology to its highest practical potential must come from workers throughout Extension. It must come from a willingness on our part to be as quick to adopt new methods and new technology as we expect our clientele to be—and from an inner desire to expand our services to the maximum number of people who need what we have to offer.

The hard work on computers has been done—the technology and hardware have been perfected beyond man's wildest dreams of 20 years ago. Our job is easy—applying this technology to our work—WJW

☆481-882 P.O. 8