

Lawmakers crowded behind and media in front as Governor Rudy Perpich signed HF 1599, the 123-page Omnibus Farm Bill, at a picnic table on Sen. Charles Davis's farm near Princeton, Minnesota. Back row (from left): Sen. Keith Langseth, Rep. Glen Anderson and Rep. Ben Omann. Row behind governor (from left): Rep. K.J. McDonald, Rep. Jerry Schoenfeld, Sen. Charles Davis and State Auditor Arne Carlson. Lance Davis, the senator's 10-year-old son, picked a ringside seat next to the governor.

## Perpich signs Omnibus Farm Bill

The farm audience watching Governor Perpich sign HF 1599 (123 pages of it) into law was as interesting as the officials and legislators taking part. Many of the spectators came because they lived near Senator Davis's corn and soybean farm. They were seeing history in the making—a giant step toward keeping people on the land, many termed it.

It was the first time, so far as local residents in attendance knew, that a Minnesota governor had come into their area to sign a bill into law. They heard on the radio that it would happen (WQPF-Princeton did a live broadcast during the signing at the farm) and decided to come, joining a group of nearly 50.

All three sons of Senator Davis stood by. Ten-year-old Lance motioned arrivors where to leave their cars along the upper road—only the governor's black Lincoln spun into the soft yard.

As the official business got underway, Commissioner of Agriculture Jim Nichols called the new farm legislation "a bipartisan effort." Rep. K.J. McDonald cited "cooperation, recognition and persistence" as significant in the bill's being. The university's connection with the Minnesota Extension Service and the mediation program were stressed when University Vice President Richard Sauer was introduced. State Auditor Arne Carlson dubbed the farm bill "the best first step taken by any state in the union."

Governor Perpich called what he was about to sign into law, "landmark legislation" adding that Minnesota is often at the forefront and he was "pleased (it is) to take a leadership role again. "There it is folks," he summed up as he signed his name at the picnic table in the Davis yard and distributed some spare pens. ■

—Mary Kay O'Hearn

### What the Law Provides for the University

Shirley K. Hunt, coordinator for external relations and assistant to Vice President Sauer gave this breakdown of the funding:

Minnesota Extension Service	Agricultural Experiment Station	
Mediation	Water Quality	
Regents' Request	Research	\$ 250,000
Project Support	Wild Rice	
FINPACK	Research	\$ 40,000
Extension Service Retrenchment	Total	\$ 290,000
Total		\$ 1,797,500

Waseca/Crookston will receive some portion of \$1.35 million appropriated to the state board of vocational technical education which will decide the amounts to be used by agricultural vocational technical institutes and the University of Minnesota two-year technical colleges.

## Chippewa agent speaks from heart to congressmen

When an aide to Congressman Vin Weber calls from Washington to ask you to testify at a House Budget Committee hearing, you don't say no.

This is the conclusion that Chippewa County extension agent Elizabeth Russell reached when she was tapped to be the only representative of extension and the only woman among the 13 witnesses called to a hearing of the influential federal House Budget Committee in Worthington this spring.

A day after agreeing to testify at the hearing, Russell met with Pat Borich and Dan Panshin in St. Paul. "I'm not a very 'political' person and I really wondered if there weren't others within extension who could speak better for support from Washington," Russell says. "But Pat Borich was very reassuring. He told me that if they had wanted to talk dollars and budgets with an administrator, they would have asked an extension administrator to appear. Instead they wanted to hear about people and what is happening to rural America in this crisis. I felt I could talk about that."

that she, Weber and Weber's aides Annette Thompson and Milt Eckstrom talked informally for nearly an hour about many things affecting life for rural Minnesotans. These included extension programs such as Project Support and 4-H, but went even further to include their wide-ranging concerns about people and the effect that hard times were having on them.

When the call came to testify at the hearing in Worthington, Russell said she assumed that this people-oriented perspective was the one that the committee hoped she would present. Others giving testimony included Secretary of Agriculture Jim Nichols, head of the university's Department of Agricultural Economics Mike Boehlje, president of the Farm Bureau Merlyn Lokensgard, Eugene Paul of the National Farm Organization, a rural bank president and several farmers and utility company representatives.

Russell said that the hearing was emotionally charged both inside and outside the auditorium,

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Russell thinks she was singled out to testify because in March Representative Weber was in Chippewa County listening to constituents. Almost on a whim, Russell stopped in to the courthouse room where Weber was. Rather than concentrating on problems and complaints, Russell said she focused on the good things that were happening in rural areas. Almost immediately, Russell said, Weber changed from a weary and harried politician to a genuinely sympathetic and concerned rural resident who understood the value in preserving rural lifestyles and values. Russell said



Russell

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# EXTENOVATIONS

## Sauer praises, challenges extension

University of Minnesota Vice President Richard J. Sauer made these remarks in a recent keynote address at a national conference for experiment station and extension administrators and communicators.

"Extension's primary responsibility is to transfer useful, practical information from the laboratory and classroom to the people. Today, there's a massive need for information and in-

formal education to help people help themselves.

"Farmers and small business people are in the grip of an economic distress unparalleled since the depression. Homemakers face a similar set of problems as they try to deal with family needs in a classical cost-price squeeze. Volatile energy prices and the subsequent realignment of nearly every aspect of our lives demands new knowledge to respond con-

structively.

"The delivery component of our land-grant system must be strengthened. This strengthening involves change—creative change that anticipates the future instead of responding to the present. It will require hard work. It won't be without pain and frustration, but it will be worth it." ■

—Jack Sperbeck

Videodisc system overcomes 'bugs' to gain favor with agents. Page 2.

New breed of public service announcements try to capture truer image of extension. Page 3.

Impressed by Minnesota's pace-setting participation in the Conservation Reserve Program, USDA sends task force to state. Page 3.

Rural task force focuses efforts of rural groups, giving boost to Project Support. Page 4.

"SURVIVE" TV series was shown last fall, but the benefits to extension are continuing today. Page 4.

## Videodisc system gets pilot test in all four districts



Photo by Don Breneman

Marcia Hyatt, telecommunications specialist, holds example of videodisc used in county training.

Several months ago, extension released "Slides on Disc," a videodisc system containing 51,000 slides. The slides cover a wide variety of agricultural topics and allow users to preview, show and create slide sets.

Acceptance and use of the disc system has grown during these past months as county agents have become more familiar with its capabilities and how it works.

While there are still some "bugs" in the system, the videodisc seems destined for more use throughout the state. Marcia Hyatt, extension telecommunications specialist, says arrangements for making and distributing the extension videodisc have been in the works for about a year. And "It's been a year of hurdles," she adds.

Five county agents volunteered to participate in a pilot videodisc trial. Each district was represented by a county, with two counties volunteering from the Northeast District. Each county agreed to pay half the cost for videodisc and player.

Extension personnel solicited slide sets from specialists to increase the variety and value of the videodisc, explains Hyatt. Each slide has on file a keyword that describes its main image. The user enters the keyword into the computer and receives location listings of all videodisc slides with that same keyword and image. An operator "punches in the number of the slide and the disc player will go directly to that slide," she adds.

The videodisc system has 218 scripts on SuperWriter software that gives agents a script printout, but 207 scripts are available only from the original slide set owner, because some owners will not rent or sell scripts individually without the accompanying slide sets. Audio scripts were not included because of space limitations. "Our goal was to get as many slide sets as possible onto the videodisc," Hyatt explains.

It's taken time to get used to how the video player and videodisc work and what they offer, says Barb Hector, 4-H and youth agent in Nicollet County. "Once I got the hang of it, it was very easy. I've been really pleased with the system."

"I've used the videodisc more in 4-H than other program areas have at this point. Even now, I don't think we've fully utilized its potential," she says, adding that recent programming in their county office has involved more financial planning seminars than slide presentations.

Sheila Craig, extension director and home economist for Fillmore County, says she's pleased to have slide sets more readily accessible through the videodisc. Her county used the training disc, introducing staff to the videodisc program, and then moved into slide sets for training seminars and 4-H projects. The slides shown most frequently are the horse project and pesticide applicator training sets, Craig says, adding that the pesticide set has been used about 15 to 20 times.

"The videodisc is really easy to work with," she says. Craig plans

to use slide sets about nutrition in the senior citizen program. Her office is keeping a log of videodisc uses.

Craig foresees a problem as slides become outdated. "For example, there are always new rules and regulations (about pesticide application) and laws continually change. It's too bad that the disc is not able to be updated, which limits its uses," she says. "We've used the videodisc a lot more than I thought we might. We'll continue to use it more until slides need to be updated."

Hyatt says that updating the slide sets will require making a new videodisc, but she adds that the new disc will cost less and be made more easily than the first one.

Extension personnel are working on the disc's response to a Wollensac signal. The signal would adapt the disc player to respond like a slide projector, forwarding slides automatically when it "hears" the signal, Hyatt explains. Craig agrees that it's difficult to get a strong connection between the Wollensac signal and the disc player, but is hopeful that it soon can be improved. ■

—C. M. Sauber

## Association of adult volunteers to bridge counties

If their first forum is any indication, the newly formed Minnesota Association of 4-H Adult Volunteers shows a lot of promise. This group could become a bridge between counties and across the state for improved exchanges of ideas, materials, recognition, and even people. Says one of the founders, "This association can mean a better program for the (4-H) kids.

"That's why I'm a 4-H volunteer—for the kids," says Ed Brophy. "It's a youth-oriented program and they need guidance. I'm a product of 4-H, myself, but I enjoy it more now that I'm helping the kids as a leader."

The association was officially established just April 5 at a meeting near Brainerd. But Brophy and another founding member, Mary Preisler, have already noticed signs of success. "People responded far better than expected to the idea of a volunteer association," say Preisler. The meeting drew more than 300 delegates from 67 counties across the state. All of those delegates are now members.

The founders are hopeful that they will reach their goal of 2,000 members by 1987 and that the organization will be financially self-supporting by that time. Presently, it is funded by member dues and leadership development grants. They intend to continue seeking grant money to support their work.

Exchanges will be the focus of the new organization. As Brophy puts it, "Countries have exchanged delegations for a long time as a way to develop new ideas. So have states and 4-H clubs. Why not counties?" The exchanges will give adult leaders a chance to explore new programs to be used at home and to see how other counties handle similar problems.

The board of directors consists of Trudy Maninga of Ponsford, Mary Agnes Shimota of Foley, Arlon Fritsche of New Ulm, Alvina Kennedy of Pequot Lakes, Shiela Leonard of Currie, Lu Lyle of Oakland, Kathy Wilner of Willmar, Mary Preisler of Bejou, Robert Fagerstrom of Warren,

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Photo by Don Breneman

## Live link adds Mankato to conference

Minnesota Extension's first attempt at videoteleconferencing got off to a successful start April 9 with a live transmission from the Earle Brown Center to the Rural Education Association meeting in Mankato. The conference was entitled "Making Rural Education Equal," and featured Gail McClure reporting on the Rural Telecommunications Needs Assessment conducted last spring by extension and the Minnesota Telecommunications Council. The videoteleconference, sponsored by the Minnesota Educational Media Association, the Telecommunications Development Center and Group W television provided one way video to Mankato and two way audio. The video signal traveled from the Earle Brown Center to Williams Arena via the university cable system, from Williams Arena to WCCO television via microwave, and from WCCO to Mankato via satellite.

## Advisory committee meets in St. Paul

The Minnesota Extension Citizens' Advisory Committee met on the St. Paul campus in March to discuss strategic plan, budget situation and other issues and topics. Keith Raisanen, Wright County, 1985-86 chair, passed the gavel to Willis Miller, Scott County, 1986 chair-elect. Outgoing members were presented certificates of appreciation by Director Borich, and incoming 1986 members, whose official term began with a trip in early March to Washington, D.C., were welcomed.

Outgoing members of the Minnesota Extension Citizens' Advisory Committee are Jane McKinnon, extension horticulturist and faculty liaison; Lloyd Shannon, St. Louis County; Gar Miller, Dakota County; Bernie Solberg, Polk County; Warren Van Binsbergen, Chippewa

County; Mary Jane Hendel, Houston County; Verlyn LeVan, Wabasha County; Dick Walter,

Goodhue County (faculty liaison) and Tammy (Crawford) Van Wyhe, 4-H representative. ■



Photo by Dan Sabard

1986 members of the Minnesota Extension Citizens' Advisory Committee (l to r): Back row: Blake Peterson, Blue Earth County (faculty liaison); Dallas Nordstrom, Todd County; Joyce Bohlen, LeSueur County and 1986-87 chair-elect. Front row: Jim Tuttle, Pine County; Carol Shields, extension specialist, 4-H (faculty liaison); Margaret Langfeld, Anoka County; Margaret Anderson, Blue Earth County (4-H representative); Wayne Westerson, Kittson County. Not pictured: Treasurer Omdahl, Marshall County; Joan Richert, Brown County; Charles Stranberg, Kandiyohi County.

## EXTENOVATIONS

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## Minnesota farmers earn top dollar in reserve program

Minnesota is the state with top dollar value of farmer bids accepted for the government's Conservation Reserve Program (CRP). The Gopher state is number two (behind Colorado) in number of acres accepted in the program.

Objectives of the CRP are three fold: reduce soil erosion, cut supplies of excess crop commodities and provide supplemental income relief to hard pressed farmers. Several federal and state agencies cooperated to get the word to Minnesota landowners, according to Michael Price, public affairs specialist with USDA's Soil Conservation Service (SCS) in St. Paul.

tension service's EXTEND computer network, where they went to all county and area extension offices.

Steve Taff, agricultural policy economist with the Minnesota Extension Service, and other co-workers including Paul Hasbargen, Earl Fuller, John Waelti and Ford Runge provided worksheets, news releases and other information. There was both pro and con information, from the landowner's standpoint. "We gave 'straight' information and emphasized there were no 'right' answers," Taff says. "Every farmer had a different answer, depending on the situation."

The list includes both the Agricultural Stabilization Conservation Service (ASCS) and SCS of the U.S. Department of Agriculture, the U.S. Fish and Wildlife Service, Minnesota Extension Service, and Minnesota's Pollution Control Agency and Department of Natural Resources.

So impressed was USDA with Minnesota's high participation that they sent a task force to find out how it happened. "We say the two key words are cooperation and communication," says Price. SCS beat the bushes with farmer meetings and lots of publicity.

Price credits other agencies and the news media. To get more mileage from their publicity, SCS news releases were transmitted from their computer to the ex-

Early news releases generated interest in the program. "Farmers took a serious look at what their land was worth and bid accordingly," Taff says.

The bottom line was good farmer participation—and a good reputation for Minnesota agencies that worked on the program. Taff says that in Washington, Minnesota's reputation is one of cooperation between extension and other agencies.

Agency cooperation reduces duplication and stretches tight dollar and staff resources.

Taff and Runge are doing research through the university's Agricultural Experiment Station on how the CRP program met its stated policy goals. ■

—Jack Sperbeck

## Workshop introduces agents to consultant program

Extension consultant staff development was offered to extension agents in home economics at two workshops in February and March. Nearly 70 agents attended.

The first day of each workshop introduced agents to the extension consultant (volunteer) program and to the volunteer consultant manual. Agents will use the manual to manage the consultant program and extension consultants will use it to help them deliver extension service programs throughout the state.

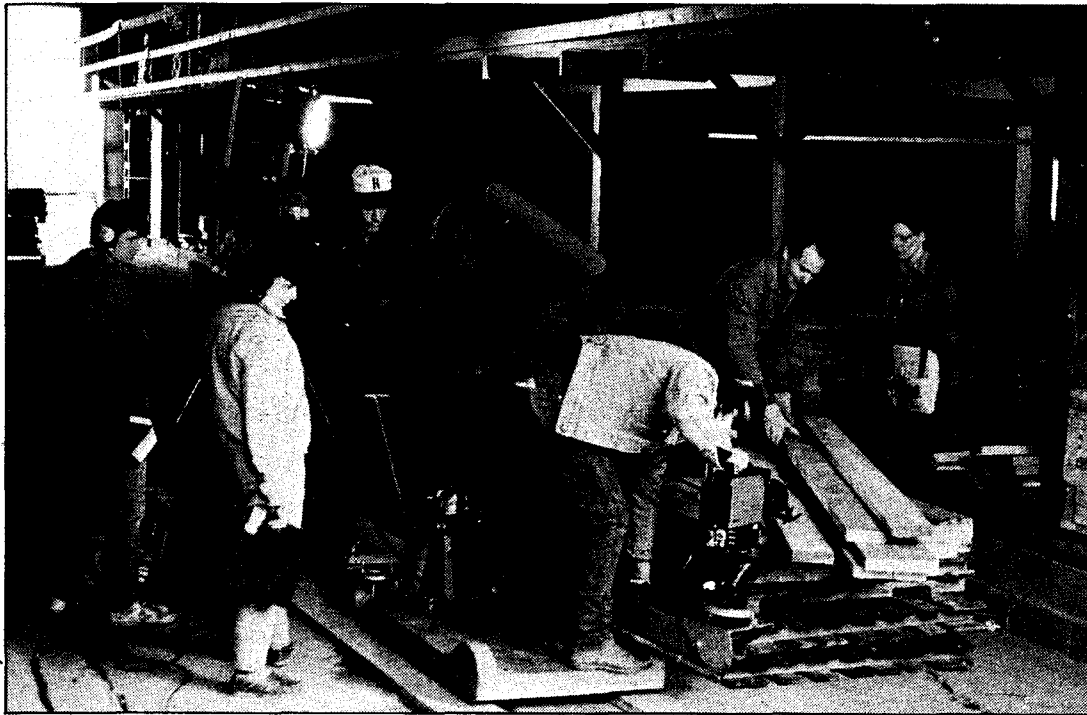
Topics for day two included pattern alteration and a choice of financial management or speed

tailoring.

Other sessions addressed the topics of current research in the volunteer sector, the use of research tools in the program and a panel of agents presenting their perspectives on the use of extension consultants.

Jean Bauer, family resource management specialist, and Sherri Johnson, textiles and clothing specialist, led the major sessions of the workshop. Irene Ott, program leader in extension home economics and Jon Groth, consulting communicator from extension home economics, also participated.

Further training is planned for the winter of 1987. ■



Mayer Lumber provides setting for television public service announcement.

## PSA's to pack visual punch

Television public service announcements (PSA's) have traditionally been edited from material videotaped for documentaries and feature formatted programs. They are thirty second spots and have been broadcast by Minnesota and area commercial television stations in various time slots, often during programming that did not have a heavy viewership.

Now a new PSA concept is being developed through Communication Resources in cooperation with the extension director, the four program areas and the Agricultural Experiment Station. This fresh approach is in sync with extension's public relations and marketing plans which are oriented toward people, family and service.

Each program area identifies one priority topic to be the subject of a PSA. The experiment station is working on four spots, two of which will be cooperative projects with the extension service.

Television specialist Rich Reeder works with the consulting communicators on the chosen topic, drafting a television treatment for the spot which is eventually turned into a shooting script. A PSA recently recorded for the Community and Natural Resource Development program area is a vivid example of the new

approach being taken with this PSA campaign.

The spot focuses on a farm family who, although forced to sell their farm, are able to begin a small lumber business in a nearby town. An auction was selected as a background for the first scene to typify the hardship of leaving the farm. The family is seen leaving their pickup near the auction, and making their transition to the new business, the lumber company, in the next scene. Shots of the family's daughter are used to portray the emotional impact that often accompanies such a change in lifestyle. In the opening auction scene she is seen alone, looking quite sad about having to leave her familiar home, but that changes to a more optimistic tone when she's seen in the family's new business.

Following preparation of a script, a number of actors were auditioned (with the assistance of a casting director who works with non-union talent). Three actors were chosen, primarily based on their on-camera experience. There was no dialogue; the scenes were carried by visually capturing the reactions of the characters involved.

According to Reeder, locating the auction was the toughest part of the production. A rural site was needed close to the Twin Cities for easy access to cast and crew.

Reeder sought the assistance of Jeanne Markell, Carver County extension agent, who has helped identify locations for other productions. She found both an auctioneer and a small lumber company in Mayer for the spot, and after scouting both locations, and finding an auction near Wattertown, Minnesota, Reeder felt they were ideal for the production. Because of the vast areas to shoot—large lighting units were secured for the production. With winds reaching 30 mph the day of the auction (which, with large machinery is typically held on the highest ground of the farm), both the cast and crew got a taste of the adverse conditions often encountered by commercial and motion-picture production personnel.

The spot, which has just been released to television stations statewide, has a different style from the typical PSA. There is little narrative. Instead, the visual story-line is told through the video and the attitude of the characters.

According to Reeder, "We hope to get a lot better broadcast times for these spots since they fit better into the programming and commercial approach of television today. Through a subtle message of this type, we feel that viewers will get a true feel for the work of extension throughout the state." ■

## ASSOCIATION

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Louise Flom of Nerstrand, Donna Speltz of Winona, Charles Otto of Delano, and the newly elected association officers including: Doris Moeller of Northfield, president, Ed Brophy of St. Joseph, vice president, Linda Rotz of Clitherall, secretary, and Alice Haglund of Hibbing, treasurer.

Doris Moeller sees her involvement as a way of giving something back to 4-H, which gave so much to her children. Her daughters are all grown, but she says each of them credits public speaking skills they learned in 4-H for successes they have in their careers.

Says Moeller, "A big thank you must go to the county extension agents who helped to make the adult volunteer association a reality." ■

—Hank Drews

## 'A Family's Fall' wins CASE gold medal

"A Family's Fall," a television drama produced by Rich Reeder of Communication Resources, has won a gold medal in competition sponsored by CASE, the Council for Advancement and Support of Education. The half-hour program, which depicts a rural family's stress, was developed from research conducted at five universities. Part of the material was drawn from the work of Pauline Boss of the Family Social Science Department in the university's College of Home Economics.

Extension family life specialist Ron Pitzer was also involved in the drama's theme and character portrayals. Carver County agent Jeanne Markell, who plays herself in the drama, arranged for the shooting site on a farm near Mayer.

The award was one of eight gold medals among the field's 123 entries. It will now be judged against all other gold medal winners in all CASE competition electronic media categories for a \$1,000 award sponsored by the Ford Motor Company.

"A Family's Fall" will be broadcast on a Twin Cities television station this summer and is being previewed by a number of other stations in the Midwest for possible broadcast. The program was designed to be useful for viewing in group settings as a catalyst for discussion on family relationships and stressors. The program was cited specifically as a "superb job in a difficult area of dramatization." ■



Mary Joan Larson, Hennepin County volunteer, uses ANSWER-U database to answer consumer questions. This is one of many services performed by extension consultants.

## Groundswell joins rural task force

When Gail Gilman-Waldner moved to a new county last spring, she found other agents eager to get on with Project Support programming. They had an office at full staff and an extension committee mandate to network with other community agencies. The result for her was a crash course in the organization and power structure of Brown County.

The result for the county was the forming of a rural task force, which so far has produced a community resource directory, and a series of town meetings. The rural task force also invited leaders of Groundswell to cooperate with them.

The task force first met in July and included representatives from family services and public health, a representative from the County Board of Commissioners, and a rural life educator from the diocese. They met and then decided to expand the group a little more. A few more community organizations were asked to join, including Groundswell. "We have probably one of the more vocal and active Groundswell groups in Minnesota, and we thought it would be good to pull them in on some of our programming, as they had the eyes and ears on the farm community.

It took them some time to develop a feeling of cooperation and a

feeling of trust," Gilman-Waldner says. "But I didn't sense any pressure coming from Groundswell that extension should become more politically activist." However, the task force did experience the push and pull that happens in many groups with members who have individual agendas.

To identify community concerns, the rural task force contacted leaders of banks, PCA, clergy and community leaders such as mayors and asked them to help identify the opinion leaders in their community. Those people were invited to a brainstorming session one evening in September. On the basis of those

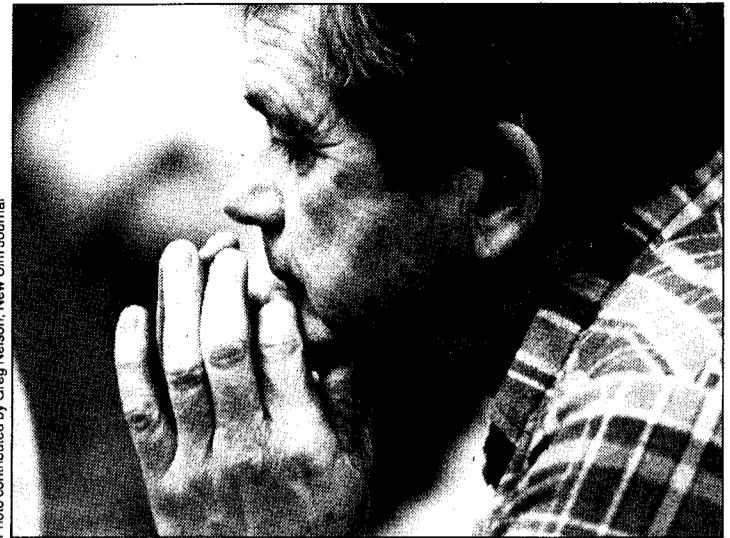


Photo contributed by Greg Nielson, New Ulm Journal

A farmer thinks about what's been said at town meeting arranged by rural task force.

identified concerns, the task force planned a traveling show of three "HELP" meetings to focus on family communication, farmers rights and the law, and the legislative issues and how citizens can have an impact on the legislative process. Meanwhile they were putting together a resource directory which was then mailed out to 3,660 farm families.

The meetings were held in January, February and March, and included presentations by a stress management counselor, a legislator and a lawyer to over 200 people, mostly farmers. Groundswell proved helpful. "They were the ones who knew where we could hold the meetings, and they knew how to pull in local Chamber of Commercies to provide free lunches for our program," Gilman-Waldner says. Groundswell members also used their political know-how to make some contacts with legislators.

The task force members have proved to each other that "by working together we can get more accomplished," Gilman-Waldner says. So they're not stopping now. Future programming plans include a HELP session in the schools focusing on youth. "We are also looking at doing some specialized training for township officials who are out in the rural areas and sometimes take the venting from frustrated and anxious neighbors. We see them as key contacts, and we also see they could use some stress education themselves," she says. They also want to look at programming for lawyers who are seeing a lot of farm families and may not have training in stress counseling or family communications, and also bankers and perhaps even doctors. "This need came from them. When we were contacting them in the beginning to help us identify opinion leaders some of them said, 'hey, don't forget about us, we need help too'." ■

—Jennifer Obst



Photo contributed by Greg Nielson, New Ulm Journal

Senator Dennis Fredericksen discusses upcoming legislative session.

# SURVIVE

## Extension reaps SURVIVE series benefits

The ten-part series of TV programs called "SURVIVE" aired across Minnesota last fall with support and assistance from the Minnesota Extension Service. Topics covered included unemployment, dislocated workers, social services, farm issues, nutrition literacy, debt/credit management, single mothers and youth employment.

KTCA produced the series. Home economics developed support materials which were delivered to libraries and community education programs for wider distribution. The combined educational effort had a statewide impact.

Rose Allen, the extension project coordinator, helped evaluate extension's role in using the series. She said, "Extension proved its abilities by taking the ball and running with it. This goes to show that we are an issue-oriented organization and can mobilize our resources quickly."

At the conclusion of the broadcast series, the use of SURVIVE materials was evaluated from two surveys sent to 87 county offices and to 223 individuals and organizations involved in community outreach. Respectively, they garnered 78 percent and 63 percent response rates.

According to Allen, the publicity campaign was well financed and conceived with expertise from KTCA. The survey showed 92 percent of all involved organizations displayed the posters; 91 percent of the county agents conducted publicity in their area through newspapers, radio, and TV. And, nearly 43 percent of all respondents noted an increase in requests for information or services resulting from SURVIVE.

Allen says extension's involvement in the series reaped a number of benefits:

1) It got organizations net-

working and showed that cooperation can make for very successful programs. Groups from 5 to 400 participated in various SURVIVE forums. Blue Earth and Crow Wing Counties each had several SURVIVE-related programs operating within networks of ten or more organizations.

2) It got good exposure for extension thanks to a thorough publicity campaign. KTCA's Wendy Weiberg says that despite the fact they were aired at 5 p.m. Saturdays and two daytime hours during the week, the shows got phenomenal ratings: 10 percent of the TVs that were on were tuned to "SURVIVE" during the Saturday time slot.

3) It introduced many agents to working with cable stations for the first time. Since the show is still showing in many areas and is slated for re-running in others, agents will build long term contacts with cable people.

4) It gave extension people an opportunity to see how to run a professional publicity campaign such as the effort KTCA mounted.

5) Agents and specialists also gained experience from their participation in the production of the program segments.

6) KTCA granted a three-year release-of-rights which guarantees that cassettes will be available from libraries and county offices. Increased viewing of these programs is expected to give impetus to similar programs statewide.

Plans are already in the works for additional cooperative programs on the SURVIVE theme. They will be led by other community outreach organizations who assisted in the SURVIVE effort. For instance, the Community Education Association will expand on the adult literacy program. ■

—Hank Drews

## CHIPPEWA

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which was filled with more than 800 spectators. Every speaker, she said, drove home the same point—that there is a very real crisis in rural America and that it will have far-reaching effects.

In her five-minute presentation, Russell stressed that what affects farming affects all of rural American and, in turn, its cities as well. "I spoke of the stress that farmers are experiencing and how this is affecting not only their families but small town businesses and banks too. I told the congressmen that there is a spark of hope still alive, but that as each new round of budget cuts comes out of Washington, that hope dwindles further."

She said the support for extension was apparent in the audience when Jackson banker Ron Johnson told the committee, "If you think military funding is untouchable and you're going to take away things like rural extension and 4-H, then you've got another think coming."

That remark was followed by loud cheering and a standing ovation. "In general," Russell said, "the congressmen seemed sincerely interested in what everyone testifying had to say. I'm pleased that I, as a representative of extension, was asked to give testimony. I think it says a lot about extension's image and what we have contributed to agriculture and rural life over the years. I hope it made an impact." ■

—Deedee Nagy