



Ag seminars attract policymakers

Keeping ahead of today's agricultural issues is no easy job, but the Minnesota Extension Service made points toward that goal with its most recent seminar, Agriculture in Transition, at Spring Hill Center, Wayzata.

Michael D. Boehlje, new head of Agricultural and Applied Economics, whose department is one of the seminar sponsors, calls it unique among conferences "and I go to a fair number around the country," he adds. He became familiar with the ag policy series, begun by the late Luther Pickrel, as a participant before coming to Minnesota from Iowa.

Several differences set Minnesota's conferences apart, Boehlje says: its participants are diverse; it is not confrontational; people are listening openly to everyone, not tuning out what doesn't support their agenda. "It's an opportunity to discuss very confrontational issues in a nonconfrontational setting—to disagree in an agreeable manner."

Agriculture in Transition (November 24-26) was the first of the ag policy series that College of Agriculture Dean C. Eugene Allen had attended. He found "the mix

of people" mentioning a banker, farmer, Canadian, South African and European, to be "a real strength. Two people told me it is one of a few conferences of this type they attend and they hope it will continue," says Allen.

Gordon Rose, extension economist, had worked with Pickrel 10 years on his seminars. According to Rose, this was the first one "that did not have Luther's touch." Still it was by "invitation only" as Pickrel's had been, but that may be negotiable in the future. Pickrel insisted that participants (both those on the printed program and those attending to listen) not pop in and out, and that tradition continues. Participants stay for the entire seminar—that's what gives it its continuity. There isn't any "I didn't hear this morning's speaker" from anyone. Interaction continues during evenings and social hours.

There is nothing offhanded about whipping up such an event. It does take organizational skills and time—a year of phoning to synchronize busy schedules of participants and a full six months of advance planning on the seminar itself. Just as Pickrel



Gordon Rose and Dr. Robert Thompson, assistant secretary for economics, USDA, talk with a reporter from the St. Cloud Daily Times following a press conference with Dr. Thompson.

used to rely on Miriam Rykken Schultz (now a second year law student at the university) to assemble details in preparing for a seminar, Rose has come to rely on Mary Adelman. Spring Hill Center, the other seminar sponsor, also contributes to the seminar's planning—even to the point of adding a few names to the mailing list of 3,000. The mailing list shows a composition that is about a third rural, a third bankers and financial types, and a third agri-business, government, academics and county agents. The November seminar registered 160 plus 33 resource people.

Total costs can run \$50,000. Everyone pays to come and some of the cost is sponsored. Even news media covering the seminar pay. They don't like it, but they come anyway according to Rose.

"The feeling of being in the midst of policymakers does come across," Rose says, "when you see a banker on the phone to the governor's office as the governor was in the midst of pondering his farm crisis options."

David Rodbourne, manager for regional affairs at Spring Hill and one of six on the center's programming staff, terms this seminar as "the highest quality airing of diverse points of view in a balanced way. Everyone I've talked with, almost universally, has been pleased with it." One of Spring Hill's goals is to provide a conference center to develop and sponsor groups which will make a significant contribution to public policy issues.

The November group at Spring Hill included an economics professor from Winnipeg; a staff

writer for *The Atlantic*; counselor principal, external relations, Commission of the European Communities, Brussels, Belgium; president, Minneapolis Federal Reserve Bank; representative from the Center for Rural Affairs, Walthill, Nebraska; state director, Farmers Home Administration; senior analyst from the Congressional Budget Office; a banker from Trimont; a chamber of commerce person from Fairmont and the list could go on and on.

A Manitoba farmer came to listen: he was interested in grain production policy issues and preferred to hear about it first hand. "We ought to be sending farmers to Canada to hear what they have to say," Rose offers. "Assistant Secretary for Economics in USDA, Bob SEMINARS continued on page 4

It's an opportunity to discuss very confrontational issues in a nonconfrontational setting—to disagree in an agreeable manner.

—Michael Boehlje

KUOM seeks ideas

Are you interested in discussing a current extension program of yours or answering questions from radio listeners in some area of your expertise? Radio station KUOM would like to hear your ideas.

KUOM, the university's radio station, has recently changed its format to include 25 hours a week of live interviews and discussions with university faculty, staff and other experts on a variety of topics. During the first three months of the revised format, more than 20 extension specialists were interviewed or participated in radio discussions.

According to programming managers at KUOM, extension agents and specialists will continue to be used regularly as guests on the station and they welcome suggestions and program ideas from extension

faculty members. To discuss a program idea, call the program's host at (612)373-3177. The KUOM broadcast day is divided into five hour-long discussion programs beginning at 10:30 a.m. with host Steve Davis discussing art, thinkers and research. Andy Marlow hosts a program dealing with background on the events of the day. At 12:30 p.m., Carol Robertshaw discusses social issues followed by Steve Benson discussing medical, health and family research and news. David Lee Olson hosts interviews on practical matters of day-to-day living beginning at 2:30 p.m.

Most programs include 15 or 20 minutes of interview followed by listener's questions as they are telephoned in. The KUOM signal covers about three-fourths of the state as well as western Wisconsin and northern Iowa. ■

—Deedee Nagy

Name change fits new direction

The University of Minnesota Board of Regents in December approved a new name for this organization—Minnesota Extension Service. Director Pat Borich said, "(The name) fits well with our new direction. It will help people understand the breadth of the programs we offer. We have always placed strong emphasis on educational programs for agriculture. That won't change. But many people inferred from the previous name—Agricultural Extension Service—that agriculture was our only program. For them, our name was limiting. So our new name fits. It will help some people discover us. And as always, they will judge us on the quality and effectiveness of our programs, regardless of what we are called."

Also, in this issue of

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Helping youth to learn by doing has long been a favored approach in 4-H. And if learning is fun, so much the better. Page 2.

Dodge County already has a strong volunteer program. Enlisting the talents of senior citizens and the handicapped is the latest in efforts to make it even better. Page 2.

Keeping up-to-date on new materials is not an easy job for agents. But educational fairs are cutting the task down to size. Page 2.

Family stress has received much attention in recent years. Now a "close-to-life" television drama approaches the topic from a different point of view. Page 3.

Drinking and driving are parting company for many Carver County youth thanks to 4-H initiative. Page 3.

Tourism creates many jobs in Minnesota. But lakes and trees aren't enough to keep people coming back. Page 4.

4-H 'animals' breed popularity and fun

By now you've heard about 4-H's stuffed lambs, rabbits, horses, pigs and all their fiber-filled barnyard buddies. More than 3,000 have been sold from Coffey Hall's Distribution Center in the two years they've been available. Using those little creatures and other teaching materials, 4-H'ers have learned animal management skills.

The *Animal Science Project Meeting Guide Notebook* has also been a popular item; 612 of them are in use across the nation. Club leaders say that the 123 projects in the book are so clearly written and easy to follow that they now have less trouble finding volunteers to lead the animal science projects than ever before.

Now the stuffed animals and the

notebook have a rival for the attention of 4-H'ers; a new trivia board game called *Animals in Pursuit* is gaining popularity fast.

Tom Zurcher is the 4-H youth development specialist who has responsibility for the 4-H animal science program in Minnesota. He originated most of these materials, collaborating with extension animal science specialists. Complex patterns for the model stuffed animals took weeks of work by Margaret Longquist and Dianne Swanson. The stuffed creatures had to meet Zurcher's specifications for ears, tails, and "other" parts that are detachable, hatchable, notchable or zippered.

The idea for the board game came in response to a need to allow

kids to learn experientially, says Zurcher. The model animals provide an opportunity to practice "learning by doing" before being told or shown how and without harm to animals. "By providing 4-H'ers with realistic situations in a supportive atmosphere, they learn to take risks, make decisions, discover their own solutions and develop self-esteem which is the major outcome of the 4-H program," says Zurcher.

Facing the reality that kids might rather play games than practice docking lamb tails, Zurcher invented the *Animals in Pursuit* game to approach 4-H education via entertainment. Answer if you can: At what age should a beef heifer be bred? Answer right or risk being "lost in the haystack" for a turn. (Look for other questions selected from the game deck in the inset.)

Zurcher promotes the educational materials at meetings. Such word of mouth promotion helps spread the word fast. A brochure and other support material have been sent to every state. A current mailing

will reach every county office in the nation.

A dozen orders a month had been common. Recently, two ads and an article in the national *4-H Leader* magazine immediately tripled sales. The first ad ran in the November 1985 issue which was devoted to animal science news. A story on how the patterns have been used also ran in the same issue. In the first months the ad ran it garnered 45 orders totaling over 150 patterns sold. The ad cost \$380 and touts the model animal patterns for \$3 each. A brochure promoting all the other items is included with each order as it is filled. Even though the patterns have a narrow profit margin, the other materials will make up the cost of the ad and more in future orders.

The second ad touts the *Animals in Pursuit* trivia game as a

Christmas gift. It became the Distribution Center's hottest Christmas item and orders for it are still arriving. Most buyers seem to be extension agents and 4-H volunteers.

The items must be purchased on a cash only basis, even within extension. The money supplements traditional extension funding in the same way that individual tuition supports the state college system.

If you are familiar with any of these materials, you can assist in their promotion. Various breed associations are still not aware of them and might welcome the information. Mention of these items at local meetings and in newspaper stories will also help to spread the word. For more information or brochures, call (612)373-1615. ■

—Hank Drews



Sample Categories and Questions From *Animals in Pursuit*

- Dairy Cattle:** How long is a dairy cow's gestation period?
- Dairy Goat:** Immediately after kidding, what should a doe be fed?
- Dog:** How are heartworms spread from dog to dog?
- Rabbit:** What is the largest breed of rabbit popular in the U.S.?
- Horse:** How many sets of upper and lower teeth does a mare have?
- Beef:** When is the best time to dehorn a calf?
- Swine:** What is a female pig with no offspring called?
- Poultry:** What breed of layers is best for egg production?
- Sheep:** A normal healthy sheep will do what when approached?

Answers

- Dairy Cattle: approximately 280 days
- Dairy Goat: warm water with either bran, rolled oats or molasses
- Dog: mosquitoes
- Rabbit: Flemish Giant
- Horse: 36 sets
- Beef: from one day to three months old
- Swine: gilt
- Poultry: White Leghorn
- Sheep: run away

Dodge County volunteers help to bridge generation gap

Young, elderly and middle-aged Dodge County residents are volunteering to help one another in ways that seem to help close the generation gap between them. Mary Urbanski, Dodge County agent, says that the multi-faceted volunteer effort began about two years ago when she and 4-H program assistant Pat Pogalz were taking coursework in volunteerism.

"Because Dodge County already had a strong volunteer program, we needed to look toward new audiences. Not much had been

done with our senior citizens, so they seemed like an ideal group to work with," Urbanski says. 4-H club members volunteered to accompany nursing home residents to the Dodge County Fair, often pushing wheelchairs while the senior citizens regaled the young people with their memories of county fairs and 4-H activities from their pasts. Because of the 4-H assistance, 40 nursing home residents were able to visit the fair this past year. This is double the number that have made it to the fair in the years before 4-H members formed the

Wheelchair Assistants program.

The county fair effort was so well received that club members undertook other activities with the nursing home residents, including demonstrations of animal projects. 4-H projects have been so well received that Urbanski plans other projects soon.

But the Dodge County effort taps the energy and skills of more than just the county's 4-H members. Urbanski expects to begin using senior citizen volunteers to help teach some crafts to 4-H clubs. She is beginning now to enlist volunteers from homemaker groups to help with programs for the mentally and physically handicapped at the local Developmental Activity Center (DAC).

In addition, she hopes that some of the DAC participants will be able to volunteer their physical skills in snow shoveling, grocery shopping and similar tasks to help senior citizens who have physical limitations. Elderly residents might then reciprocate by aiding the DAC volunteers with budget management or consumer decisions, which might be difficult because of their mental limitations. ■

—Deedee Nagy



Jan Zielke (standing) explains some of the computer software available on home economics topics to agents at the recent educational materials fair at Lamberton.

Statewide extension fairs feature variety of educational materials

County extension agents in home economics recently participated in educational materials fairs presented at five locations throughout the state.

Irene Ott, state program leader and Jon Groth, consulting communicator for home economics, organized the events to acquaint agents with educational materials developed in Minnesota. Alternative delivery methods (videotapes, computer software, and self study packages) were demonstrated and recent print materials were displayed and discussed. During the six-hour training, there were opportunities for interaction with other agents, home economics specialists, educational development unit faculty and the

state program leader.

A survey of the participating agents was carried out to determine prior use of the materials being demonstrated and discussed. A follow-up survey will be done in mid-1986 to determine the impact of the training on program planning and delivery.

Nancy Frosaker-Johnson, acting district program leader for the Northwest District said, "I strongly recommend that the educational fair becomes an annual event for the district. The combination of seeing the new materials along with the agents sharing their experiences made for a successful day."

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Emotionally laden drama portrays rural family stress

A Family's Fall is a television drama depicting rural family stress. In this article, program producer Rich Reeder gives an insider's view of the program. He is a specialist in Communication Resources.

SETTING: A small farm operation in Carver County

TIME: Harvest. The middle of October

SITUATION: The father of the family has been missing for three days, and there is no apparent explanation for his disappearance. His wife, 17-year-old son and 10-year-old daughter are left to deal with this traumatic situation, and at the same time, continue to run the farm operation.

A departure from a lecture, publication or other traditional teaching tool, this scene describes the opening of a television drama on family stress. The story was developed from research conducted by five midwestern universities, part of which involved the work of Pauline Boss of the Family Social Science Department.

Working in collaboration with Boss and Ron Pitzer of Rural Sociology, I pieced together the fictional story and prepared it for the television camera. The drama echos the tensions faced not only by rural families, but by urban families as well. While putting together the technical and artistic staff for the project, I worked with Carver County agent Jeanne Markell to find a remote shooting location. Markell, who plays herself in the drama, found the ideal site, the farm of Hilbert Ziermann near Mayer, Minnesota.



Larry Whiteley, artistic director (holding camera), Jeff Karr (plays "Scott" in the videotape), Ron Ravensborg (plays "Jack") and Jim Mulligan, video director.

"One of the biggest enjoyments (of the project), was to involve the Ziermann family in the whole process," says Markell. "I found them to be real flattered about our wanting to use their farm and home, and they were excited and curious about every detail of the project."

That curiosity grew to include about 30 members of the extended family. They were very cooperative and quiet when we were shooting, (including the small children) and I think the cast, what with their stage

backgrounds, were actually quite enthused to have an audience.

Jack Hendrickson, Carver County sheriff, who also plays himself in the program, was able to give the cast and crew added insight into the script (which was oftentimes improvised on the set.)

Hendrickson had many real-life situations that involved the emotional pain and economic hardship of rural living today. The actual stories and accounts that he and Markell had experienced and dealt with gave

the cast a real feel for their characters and the "close-to-life" situation they were coping with.

Pitzer provided expertise on the particular stressors that affect families, in both rehearsal and location settings. His role was to identify and articulate the major concepts and messages in a family crisis. This was accomplished by several intense sessions with myself, artistic director Larry Whiteley and video director Jim Mulligan. Everyone's role was clearly defined from the outset. The

group tried not to overlap into the other's area of expertise, but did work as a team in all decision-making, and that really paid off with the finished product.

In addition to the potential broadcast of the program, Pitzer sees wide use of the program in group setting, organized by county agents, church groups, mental health centers, social services and community education programs. Pitzer says "the program is an emotionally laden drama," and he hopes those viewing it will have opportunities to process the material through group discussion sessions or with family members.

Markell has begun to pilot the program with various groups. She feels that it is giving attention to Project Support and approaching the topic from a different point of view. "I would encourage people (in extension) to pursue this kind of endeavor because it typically leads to visibility of our programs that you'd not normally get," she says.

Programming personnel from television stations around the state have begun reviewing the tape for possible broadcast and the initial reactions have been favorable. It's feasible that this could be the model program for a series on family stress; both educators and broadcasters seem quite interested in the topic right now. While no broadcast dates have been announced, the program could be seen as early as March or April of this year.

With the number of people using television not only for entertainment, but as an information source, we should recognize the medium as a powerful, educational tool. ■

4-H students rally against driving drunk

The statistics are startling and troubling. A life is lost to a drunk driving mishap in this country about once every 20 minutes. Accidents caused by drunk drivers are the leading cause of death among teenagers.

It was just such facts that rallied Carver County 4-H members into a countywide effort to keep young drinking drivers off the roads and, possibly, save lives. Laurel Swanson, 4-H agent, traced the anti-drunk driving campaign currently underway to a national 4-H safety conference about a year ago. There the members of the Sugar City 4-H Club responded enthusiastically when they heard the director of Students Against Driving Drunk (S.A.D.D.) explain his organization's goals.

When they returned home, they wanted to carry S.A.D.D.'s message to others in their county. Tapping an educational grant from participating Carver County banks, they brought William Meehan, a S.A.D.D. speaker and high school guidance counselor from Massachusetts, to each of the five high schools in the county in late November.

Swanson says school administrators were highly

supportive of the 4-H effort. They were aware of the problem and were pleased to see a student-initiated effort to combat it, she adds. 4-H ambassadors in each school worked with their principals, counselors and others to set up the assembly programs and to encourage follow-up efforts among such groups as student councils.

S.A.D.D. encourages young people to look out for each other and take responsibility for their actions. Swanson explains that part of its appeal among teenagers is that it approaches the presence of alcohol at social gatherings matter-of-factly. Without preaching at students, S.A.D.D. urges teens to prevent their intoxicated friends from driving home after parties. It also stresses the importance of teens and their parents talking openly about drinking. S.A.D.D. speaker Meehan urged his listeners to plan what they should do if faced with having to drive home from a party after drinking or having to accept a ride from a friend who has been drinking.

"Both students and school officials received the program well and seemed pleased with the realistic approach that S.A.D.D. takes to the problem," Swanson



Laurel Swanson, left, Carver County 4-H agent, visits with Chaska High School students and William Meehan, speaker with the national organization Students Against Driving Drunk (S.A.D.D.) following his assembly talk.

says. "Our goal now is to have each school organize a group to keep the issue alive and to sponsor activities that will continue to remind young people of their options and responsibilities when it comes to drinking and driving."

Although 4-H members in each of the schools will probably continue to spearhead S.A.D.D. efforts, Swanson says the initiative now will come from the

students and their school organizations rather than from the county 4-H program. As the anti-drunk driving momentum begins to build within local schools, Swanson believes that 4-H's role as a catalyst and networking force has been fulfilled. Now she says she looks forward to seeing where the students' enthusiasm will carry the effort from here. ■

—Deedee Nagy

In brief

Ken Olson, Morrison County, presented a demonstration on FINPACK to the Joint Council on Food and Agricultural Sciences in Washington, D.C. in November. His presentation was one of six demonstrations of new applications of electronic technology selected from across the United States.

James Eischens, a Redwood County 4-H member from Tracy, was one of six national winners of the 4-H Presidential Award, for his program in health. The award, presented in December at the National 4-H Congress in Chicago, is the highest honor in 4-H. Eischens has been a 4-H member for 10 years and is also state 4-H Federation vice president.

Bill Larson, head of Soil Science, was invited to submit an article to *Science of Food and Agriculture*, a quarterly publication of the Council for Agricultural Science and Technology (CAST). The article, "Crop Residues: Nature's Choice Leftovers," appears in the November 1985 (volume 3, number 4) issue. The magazine is sent to more than 11,000 high school science departments nationwide.

Hospitality keeps tourists coming back for more

Tourists spent \$63 million in Duluth last year. Tourism creates a substantial number of jobs and pays a lot of salaries, especially since most of Duluth's tourists are repeat customers. But clean lakes and beautiful scenery may not be enough to keep them coming back if the desk clerk was rude and the waitress haughty. It takes a smile and a thank you—a little hospitality—to make or break a vacation.

Hospitality is part of every job in the tourism industry, but is a skill that often needs to be taught. Sea Grant, along with the Minnesota Extension Service, the Small Business Development Center, and the state's Office of Tourism provided 12 hospitality workshops in seven communities in 1985. In Duluth, Sea Grant tourism agent Chad Dawson conducted a workshop for employees of motels, restaurants, public attractions and others working on the "front line" with the public.

"Visitors could form their entire perception of a community from one conversation," says Dawson. That means tourism employees must realize how important they are as representatives of their community. And they should know what their town offers tourists. In Duluth, for example, workshop participants are briefed by representatives of several attractions and annual events so they can answer tourists' questions.

The impact of the tourism program accumulates over time, Dawson said. "Our experience indicates that as hospitality skills and attitudes are improved,



Duluth's aerial bridge attracts summer tourists.

community information systems get better and new facilities emerge. The ultimate end-product is increased economic activity in the community and in the state."

Duluth tourism dollars are spread

throughout the community to pay salaries, open new retail shops and increase the tax base. Dawson says the effect is that "tourists make Duluth a better place for residents."

The benefits of tourism are

starting to be recognized in other communities as well. "Many communities consider tourism as an industry to supplement others that are having economic problems, such as mining, forestry and agriculture," Dawson says. Consequently,

interest in this program is widespread across the state. "Nearly every community realizes it can enhance the quality of its tourism services with the appropriate information." ■

—Alice Tibbetts



Eckart Guth, conseiller principal, Commission on European Communities, European Economic Community, discussed the agricultural trade between the U.S. and the E.C.



Two participants engrossed in the conference.



Dr. Guth discusses trade regulations between the U.S. and the European Economic Community with two conference participants.

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Thompson, was eager to come despite being up several nights negotiating the farm bill in Washington and being physically exhausted," Rose describes.

A first-timer Kathy Mangum, coordinator of extension's Project Support, says hearing divergent views and many ideas for solutions to problems discussed was what stood out in her mind about the seminar. She described Project Support with Bob Olson of Dakota County extension, who explained working with farmers on FINPACK, and Jeanne Markell of Carver County extension, who told of the family counseling aspect of the project.

What of future seminars; will the tradition continue? The work will continue, but it is not clear in

what fashion. Boehlje says there will be discussion on how the seminars fit with the broader public policy education strategy in the department. Should there be a road show that travels the state and discusses public policy education but plays to different audiences? Should there be a more integrated program in public policy? What are the priorities, the costs, the demands? "Lots of activities of extension should be demand driven," says Boehlje. "We can create some of our own demand, but there must be a core of demand for education." There will be dialogue with the department, Director Borich and Dean Allen on the future of public policy seminars, Boehlje concludes. ■

—Mary Kay O'Hearn

Publication outlines Pickrel's extension contribution

How to sum up Luther Pickrel's special mark on the seminars he instigated, generically referred to on campus as ag policy seminars? William C. Rogers has done a masterwork of it in terse words and apt pictures in a slim publication called, *Public Policy Education: How Did Pickrel Do It?* Rogers, professor and director of the World Affairs Center at the University of Minnesota, was a long-time friend of Pickrel, who died July 5, 1984. Anyone wishing a copy should contact Gordon Rose, 130 Classroom Office Building, 1994 Buford Ave., University of Minnesota, St. Paul, MN 55108.



Taking care of the details at a Rochester conference in 1979 are Luther Pickrel and Miriam Rykken Schulz, then his administrative assistant.