

4. The community must participate in Arbor Day activities by issuing a proclamation and publicly planting trees on an annual basis.

The Tree City USA Program is coordinated through your State Extension Forestry Office. Contact your county extension agent for more information.

#### PRIDE VIEWS Newsletter Starts 2nd Year

The section on "Dialogue of Community Activities" never developed. This part could be very useful in letting others know what you are doing. Please send you community's PRIDE activities to me by May 1 for the next newsletter.

Has the newsletter been of help to you? Are there things you would like to see included in the newsletter? Let us know and we will try to include articles that are important to you.

COOPERATIVE EXTENSION SERVICE  
U.S. DEPARTMENT OF AGRICULTURE  
KANSAS STATE UNIVERSITY  
MANHATTAN, KANSAS 66506

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**Cooperative Extension Service**  
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PRIDE VIEWS is published to provide communication among the communities of Kansas participating in the Kansas PRIDE Community Improvement Program and other interested groups and individuals. It is intended to help in the sharing of ideas. Your input is welcome.

PRIDE is jointly administered by Kansas State University Cooperative Extension Service and the Kansas Department of Commerce.

*E. J. Sisk*

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Kansas State University County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex or handicap.



# PRIDE VIEWS

A Community Improvement Communicator

For Kansas Leaders

MARCH - APRIL 1987

VOLUME 7

#### KANSAS SPRING CLEANUP

Many PRIDE committees have conducted cleanup, paint-up, fix-up campaigns in their communities. Campaigns can get a wide amount of citizens involved and give residents a feeling of accomplishment. They can even be fun.

Organize as soon as possible. Good planning takes time and many weeks may be needed to complete all of your arrangements.

#### Selecting Areas

Decide which vacant lots, entrances to town, parks, or blocks are to be improved. Make a list of elderly or handicapped people who may appreciate help in improving their yards or houses.

#### Publicity

Obtain adequate publicity of the groups and individuals involved, dates, schedules, and activities. Ask the mayor to proclaim a community cleanup week or day. Arrange with the city or county to have free time at the landfill for residents. Prepare a leaflet explaining the project in detail. Distribute the leaflet widely. Prepare posters and display them in conspicuous places.

#### Recruiting the Volunteers

Send information to leaders of community organizations and follow up with a telephone call asking for help. Suggest local businesses provide soft drinks and snacks. Try to involve as many groups, individuals, and businesses as possible.

#### Additional Information

More information on cleanup campaigns can be obtained from Community Development, 215 Umberger Hall, Kansas State University, Manhattan, KS 66506.

#### PRIDE Blue Ribbon Certificates

These communities were evaluated for economic preparedness in the Blue Ribbon phase of the PRIDE program.

Communities approved by the Board of Directors in January:

- Alden: Solid Waste Management
- Dodge City: Emergency Medical Services
- Formoso: Fire Prevention
- Junction City: Education
- Phillipsburg: Parks & Recreation

Communities approved by the Board of Directors in March:

- Alden: Emergency Medical Services, Library
- Dodge City: Airport, Beautification, Culture and Arts, Education, Library, Police Protection, Water
- Ellis: Emergency Medical Services, Library
- Erle: Beautification
- Phillipsburg: Energy
- Plainville: Health

KANSAS BUILDING BETTER COMMUNITIES



Continental Telephone Company of Kansas, Inc. (CONTEL) is the third largest telephone company in Kansas, serving more than 52,000 customers in 100 communities, throughout the eastern half of the State. CONTEL'S Kansas operation, with headquarters in Gardner, Kansas, is a part of CONTEL Corporation's Telephone Operations Sector. CONTEL, a nation-wide company with \$3.0 billion in sales and revenues, provides a broad range of telecommunications and information processing products and services through four business sectors: Telephone Operations, Business Systems, Federal Systems, and Information Systems.

James F. Price is Administrator of Public Affairs for CONTEL's Kansas operation. Mr. Price, who has been with CONTEL for nearly 28 years, has held his current position since 1977. Price joined the Kansas PRIDE, Inc. Board of Directors in 1985, serving as Corporate Sponsor representative for CONTEL. This year he was elected Treasurer of the organization. Price states, "Future growth in Kansas will depend a great deal on how others perceive our state as well as each community. The very positive results accomplished through the efforts of thousands of volunteers working on numerous PRIDE projects throughout Kansas, enhance our prospects for achieving our goals. CONTEL is proud to be affiliated with a program such as PRIDE."

#### SPONSORS PROVIDE VITAL LINK

A number of private Kansas firms and organizations provide financial support for the Kansas PRIDE Program. No public funds (tax dollars) are used for the awards or PRIDE Day.

Please let these people know what you are doing in your community and thank them for their support of the PRIDE Program.

#### 1987 PRIDE SPONSOR LIST

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Kansas Chamber of Commerce & Industry  
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Contact: Al Conyers

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Kansas Medical Society  
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Contact: Harrison Johnson

United Telephone Company of Kansas ✓  
123 North Eisenhower  
Junction City, KS 66441  
Contact: Brad Harsha

#### TREE CITY USA

Interested in improving the appearance of your community? The Tree City USA Program may be the answer. Through the program, communities are encouraged to plant evergreens and deciduous trees at selected sites to produce shade, buffer noise, screen unsightly views and offer abundant fall color. To participate, a community must meet four requirements.

1. A legally constituted "tree board" must be established to administer the program.
2. A local tree ordinance must be developed.
3. An active, comprehensive community forestry program must be started; financed by a minimum \$1 per capita fund.