

New Rural Arts Program Underway

A new rural arts program was recently created by the Kansas Arts Commission to assist organizations and individuals living in rural communities of 20,000 people or less, who want to create or sustain cultural programs, events, organizations, or opportunities. This program is being offered in cooperation with the Cooperative Extension Service and is made possible by the 1989 Kansas Legislature through an appropriation of Economic Development Initiative Funds and by a grant from the National Endowment for the Arts.

This program offers grants to rural communities to: (1) create a long-term impact on local cultural life and enhance cultural development in rural communities, (2) support arts events originating from local community resources and initiatives in rural communities, (3) develop a network of arts organizers, educators, and artists in rural communities, and provide them information, advice, and support, and (4) educate arts organizers, educators, and artists in rural communities about other regional, state, and federal resources.

For further information about any of the components of the Rural Arts Program, contact the Kansas Arts Commission, Jayhawk Tower, Suite 1004, 700 Jackson, Topeka, Kansas 66603-3731, (913) 296-3335.



Cooperative Extension Service
Extension Community Development
Umberger Hall
Manhattan, Kansas 66506
913-532-5840

This newsletter is published to provide communication among communities participating in the Kansas PRIDE Community Improvement Program. Your input is welcome.

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

Robert S. McAdoo
Extension PRIDE Program Coordinator

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, age or handicap.

COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506-3403

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PRIDE

Kansans Building Better Communities

Water Conservation Is New Special Emphasis Award

The Board of Directors of Kansas PRIDE, Inc., announced at PRIDE Day that water conservation would be the new 1990 special PRIDE emphasis award. Kansas Water Office representatives Clark Duffy, Assistant Director; Darrel Eklund, Water Resource Manager; and John Gotschamer, Public Information Educator, were on hand to explain the importance of water conservation and the criteria for competing for the award.

The purpose of the award is to encourage Kansas PRIDE communities to begin implementing long-term water conservation practices. Ten awards (five for eastern Kansas communities and five for western Kansas communities) will be given. Communities will be competing against like-size communities in five population categories.

An award will be given to each community (during PRIDE Day, 1990) that achieves the highest water conservation score for their region of the state and population category. The community score will be based on (1) the number of water conservation practices implemented, and (2) the amount of water used by a community from January 1, 1990, through August 31, 1990. This amount of water will be compared with the amount of water used by that community during the same time period for 1989. A numerical score will be determined based upon "effort" and "results." Technical assistance is available from the Kansas Water Office in Topeka. The telephone number to call is (913) 296-3185. Also, water conservation ideas can be obtained from your local county Extension agent.

Communities desiring to participate in the water conservation competition must send a letter by December 15, 1989, which indicates what water conservation practices it plans to implement. The letter should be sent to Beverly Wilhelm, Kansas PRIDE, Inc., Department of Commerce, 400 West 8th Street, Topeka, Kansas 66603-3957.

PRIDE Program Is Being Evaluated

Thank you to all the PRIDE leaders, sponsors, and staff who so graciously volunteered to assist with the PRIDE Program evaluation. Your input will be valuable when the final recommendations are made on ways to improve the program. If you were not at PRIDE Day, or if you did not have an opportunity to share your ideas and concerns, but wish to, a "PRIDE Evaluation Questionnaire" is included in this newsletter.

Communities Needed to Host Spring Workshops

Each spring the staff of the PRIDE Program presents a series of informational workshops throughout the state. These workshops will be scheduled during February, March, and April of 1990. If your community would be interested in hosting a PRIDE workshop, the staff encourages you to submit a letter of proposal by January 1, 1990. This letter can either be sent to Stan McAdoo, PRIDE Program Coordinator, Cooperative Extension Service, 101 Umberger Hall, Manhattan, Kansas 66506, or to Bev Wilhelm, State PRIDE Coordinator, Kansas Department of Commerce, 400 West 8th Street, Topeka, Kansas 66603.

Responsibilities of a host community include providing meeting space and assisting with advance publicity for the workshop. Your proposal should also include the date and time your community wants to hold the workshop. Host communities will be notified by January 15, 1990, if they have been selected.

Important PRIDE Dates

- December 15, 1989 - Water Conservation Plan Is Due
- February Through April, 1990 - PRIDE Area-wide Workshops
- April 15, 1990 - Completed PRIDE Entry Form Is Due
- September 1, 1990 - Completed PRIDE Project Book Is Due
- September 18-21, 1990 - PRIDE Judging Week
- October 27, 1990 - State PRIDE Recognition Day in Salina

Give Recognition to Your PRIDE Volunteers

It is important to recognize local PRIDE volunteers on an annual basis. One technique utilized by many successful PRIDE communities has been an annual awards banquet where local volunteers are recognized for their contributions to the PRIDE Program. Awards, such as plaques or certificates, may be presented to individuals and organizations which were actively involved. PRIDE communities have found that the best time to schedule such an awards banquet is during November or December following the Kansas PRIDE Day Award's Ceremony.

New local recognition certificates are now available for a nominal charge from the Kansas Department of Commerce, or the KSU Cooperative Extension Service. They are as follows:

Workhorse Award - This award is intended for individuals who have made an outstanding contribution to a PRIDE project.

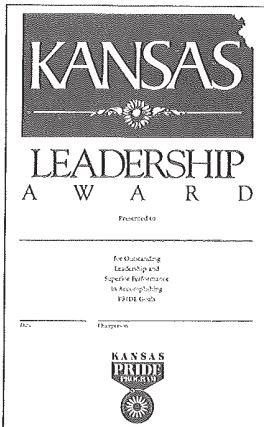
Helping Hands Award - This award is intended for governmental units, organizations, institutions, etc., who have made an extra effort on behalf of the PRIDE Program by demonstrating exceptional community cooperation.

Youth Award - This award is intended to recognize youth for their community service activities in con-

junction with the PRIDE Program.

Spirit of Pride Award - This award is intended for individuals who demonstrate the PRIDE philosophy through their motivational and positive attitude.

Leadership Award - This award is intended for the PRIDE officers and committee chairpersons for providing outstanding leadership and superior performance in accomplishing PRIDE goals. An example of this award is shown below.



New PRIDE Materials Available

Several new PRIDE materials have been updated and are now available upon request from either the Kansas Cooperative Extension Service or the Kansas Department of Commerce. They include: Kansas PRIDE Project Record Book (all summary pages and inserts included) \$10.00, PRIDE Manual (1st copy per community free - additional copies \$5.00 each), PRIDE - Kansas Building Better Communities (informational booklet on the PRIDE Program and the steps to get organized) Free, PRIDE - Kansas

Building Better Communities (promotional brochure briefly outlining the PRIDE Program) Free, Local PRIDE Recognition Certificates (Leadership, Spirit of PRIDE, Helping Hands, Workhorse, and Youth) Nominal charge, Kansas PRIDE Program 1989 Directory (limited supply) Free, Kansas PRIDE Program 1989 Annual Report (limited supply - will be ready for distribution after February 1, 1990) Free, Conducting A Community Clean-Up Campaign (how-to informational booklet) Free.

Southwest Kansas Gets New Area Development Specialist

Kirk Zoellner has recently become the new Southwest Area Extension Community Development Specialist. Kirk brings with him a unique blend of training which will benefit small rural communities.

The Ellinwood, Kansas native earned a BS degree in agriculture from K-State and an MBA degree from Arizona State University. He has had previous work experience as an Extension agent in Harper County, Kansas, and as a business marketing consultant in Phoenix, Arizona.

In addition to working with the PRIDE Program, Kirk will be involved in leadership development programs, strategic planning, business development, and several other Extension initiatives. Kirk is headquartered at the Southwest Research-Extension Center in Garden City. You may call him at (316) 275-9164.

Staff Says Thank You

PRIDE Program staff of the Kansas Cooperative Extension Service and the Kansas Department of Commerce wish to thank all the corporate sponsors, the state PRIDE Board of Directors, and especially the large number of community volunteers that have worked so hard to improve their communities. Your work, support, and assistance this past year has been invaluable.

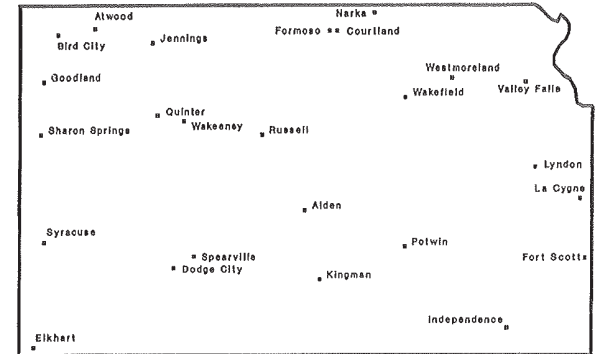
We believe that the Kansas PRIDE Program is the best such community improvement program in the country. We are proud to have you involved, and hope you will continue to be active in 1990.

PRIDE Communities Receive Awards

At the PRIDE Day Banquet held in Salina on October 14, 1989, awards were presented to the following outstanding Kansas PRIDE communities:

- Population 0-500: (\$500) 1st - Formoso, (\$400) 2nd - Alden, (\$300) 3rd - Courtland, (\$200) 4th - Jennings, (\$100) 5th - Narka
- Population 501-900: 1st - Potwin, 2nd - Spearville, 3rd - Wakefield, 4th - Westmoreland, 5th - Bird City
- Population 901-1,500: 1st - Lyndon, 2nd - Sharon Springs, 3rd - La Cygne, 4th - Valley Falls, 5th - Quinter
- Population 1,501-5,000: 1st - WaKeeney, 2nd - Elkhart, 3rd - Kingman, 4th - Atwood, 5th - Syracuse
- Population 5,000-up: 1st - Fort Scott, 2nd - Russell, 3rd - Dodge City, 4th - Independence, 5th - Goodland
- Leadership Development: Excellence - Potwin, Kingman, Fort Scott
Merit - Courtland, Elkhart
- Economic Development: Excellence - Lucas, Russell
Merit - Jennings,

1989 PRIDE CASH AWARD RECIPIENTS
COMMUNITY ACHIEVEMENT AWARDS COMPETITION



- Westmoreland, Kingman
- Outreach: Excellence - Potwin, Valley Falls, Goodland
Merit - Bird City Times (Bird City), Gove County Advocate (Quinter), Western Kansas World (WaKeeney), Cablevision of Independence (Independence)
- Media: Excellence - Courtland Cable TV (Courtland), Junction City Daily Union (Wakefield), The

Stafford Courier (Stafford), The Oberlin Herald (Oberlin), ST Broadcasting (Dodge City) Merit - Bird City Times (Bird City), Gove County Advocate (Quinter), Western Kansas World (WaKeeney), Cablevision of Independence (Independence)

Blue Ribbon Certificates

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the October 13 and November 16, 1989, State PRIDE Board Meetings:

- Atchison - Airport, Commercial & Industrial Development, Culture & Arts, Education, Emergency Medical Services, Library, Police Protection, Sewage Disposal, Solid Waste Management, Streets, Tourism, and Fire Protection
- Atwood - Emergency Medical Services and Solid Waste Management
- Burrton - Emergency Medical Services, Energy, Solid Waste Management, and Water
- Columbus - Commercial & Industrial Development and

- Police Protection
- Dighton - Beautification
- Halstead - Beautification, Library, and Police Protection
- Kingman - Education and Fire Protection
- Ransom - Emergency Medical Services and Library
- Russell - Recreation & Parks
- Walnut - Beautification and Education



PRIDE Program Completes Successful Year

State PRIDE Board of Director's Chairman, Richard Shank, stated, "1989 was a very productive year for the PRIDE Program." Richard reported that a total of 92 communities were enrolled with 25 of those being either new or re-enrolling communities after an absence of several years. Over 342,414 hours of volunteer labor were donated by 68,453 persons to accomplish 2,063 projects. This effort is conservatively valued at \$1,712,070—a significant investment made by volunteers in Kansas communities. Budget goals were met with contributions by corporation and association sponsors totalling \$18,000. There were Pacemaker celebrations held in Dodge City, Sabetha, and Ulysses.

PRIDE EVALUATION QUESTIONNAIRE

1. In reference to your particular involvement with the PRIDE Program, what are its strong points?

How could they be improved even further?

2. In reference to your particular involvement with the PRIDE Program, what are its weaknesses?

How could they be corrected or improved?

3. What are your thoughts, ideas, or suggestions on how PRIDE's image could be enhanced throughout the state?

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4. Are there any procedural changes you would suggest to make the PRIDE Program more effective and more beneficial to the communities participating in the program?

Blue Ribbon Recognition (such as pacemaker awards, evaluation forms, pacemaker ceremonies, workshops, etc.)

Community Achievement Awards or Cash Awards (such as judging, awards day, project books, workshops, etc.)

5. Other comments, suggestions, or ideas?

*Please return completed evaluation form by January 1, 1990, to Stan McAdoo, PRIDE Program Coordinator, KSU
Cooperative Extension Service, 101 Umberger Hall, Manhattan, KS 66506-3403*