

## Let's Promote PRIDE

The success of the PRIDE program is largely dependent upon public awareness. One of the most effective ways to develop awareness in communities is a planned, ongoing publicity program.

There are many community events in which your PRIDE program has an opportunity to increase visibility of a specific project, recruit volunteers and keep PRIDE in the public eye. This is the season of reunions, centennials, fairs, parades, and festivals. All of these "happenings" are opportunities for PRIDE to increase public awareness of what is being done in the community. As these events are being planned, remember to include using both PRIDE lapel pins (\$2.25 each) and PRIDE balloons (\$.15 each).

Lapel pins are a novel way to stir community interest in PRIDE. Everyone loves balloons, and the yellow and white PRIDE balloons add to both outdoor and indoor occasions. Both are available from Bev Wilhelm, Kansas PRIDE, Inc., 400 West 8th, 5th Floor, Topeka, Kansas 66603-3957, or call (913) 296-3485.



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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

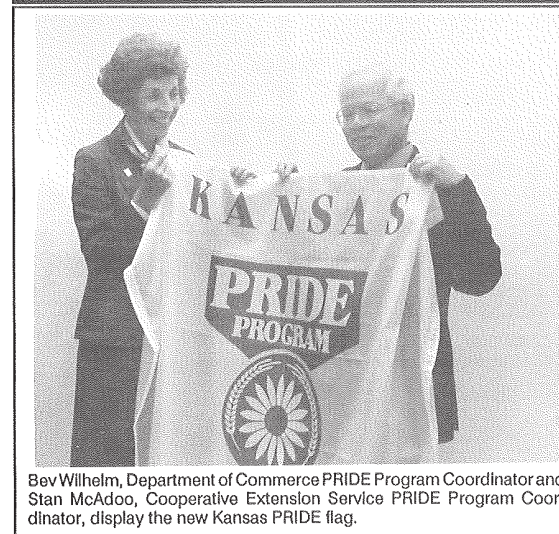
Kansas State University, County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex, age or handicap.

Kansas PRIDE Program  
COOPERATIVE EXTENSION SERVICE  
101 Umberger Hall  
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# PRIDE

Kansans Building Better Communities



Bev Wilhelm, Department of Commerce PRIDE Program Coordinator and Stan McAdoo, Cooperative Extension Service PRIDE Program Coordinator, display the new Kansas PRIDE flag.

## PRIDE Flags Are Available

Enrolled PRIDE communities can now order Kansas PRIDE flags to fly within their communities. One hundred flags have been made and are available for \$25 each. These two-color, (blue and yellow on a white background) 3' by 5' flags display the PRIDE logo and are made of heavy nylon. The flags come ready to mount to a pole. Flying the PRIDE flag would be an excellent way to promote PRIDE in your community.

To order a flag, contact Bev Wilhelm at Kansas Department of Commerce, 400 West 8th Street, Fifth Floor, Topeka, KS 66603, (913) 296-3485.

## PRIDE Project Book Due September 1

In order to be eligible to compete and to receive a cash award, each participating PRIDE community must submit a summary of its improvement activities for the year in the form of a project record book. All PRIDE improvement projects worked on during the program year (September 1 through August 31) may be included.

The book's purpose is to tell briefly, the individual story of each community's PRIDE program. A project record book, with the insert pages, may be ordered from the Kansas Department of Commerce. The cost is \$10. It is the only book that may be used, and only one project

record book may be submitted by each community.

Judges give no extra consideration for a book's thickness or elaborate appearance. Be concise! The book is used by the judges to gain insight into the community's PRIDE program. The decisions are based on what the judges hear and see in the community on their judging trip during the week of September 18-21, 1990.

Mail or bring the completed book, by September 1, to the Kansas Department of Commerce, 400 West 8th, Fifth Floor, Topeka, Kansas 66603-3957.

### Important PRIDE Dates

August 4, 1990... Oberlin's 20th PRIDE Year Celebration

September 1, 1990... Completed PRIDE Project Book is Due

September 18-21, 1990... PRIDE Judging Week

October 5, 1990... Telenet Conference - "Resources To Help Communities"

October 27, 1990... State PRIDE Recognition Day in Salina

## Should A PRIDE Survey Be Conducted?

Yes, a PRIDE community-wide attitude survey should be conducted at least every three years. Suggested survey questions and examples of news releases may be found in the Problem Identification Section of your PRIDE Manual. These questions should be studied and adapted to your community.

The survey is important because the findings will indicate to the PRIDE committee where the problems are in the community. It is suggested that the survey be administered by using either a door-to-door, or a random sampling method. The Community Development staff from the KSU Cooperative Extension Service can assist in the formulation of questions for the survey and its tabulation.

PRIDE surveys should follow the model in the PRIDE Manual, the results of which are used by local PRIDE committees in identifying priority community needs. They are simple surveys that measure citizens' perceptions of the adequacy of community facilities, services and other conditions in the community. There

## Emerging Leaders Are Easy To Identify

Every small group will produce emerging leaders who have not, as yet, assumed control of the group--but soon can. To identify the emerging leader, look for people who: (1) tend to speak more than others in the group and come up with more new ideas; (2) try to organize the group by giving it structure, setting its agenda, and suggesting tasks; (3) create a climate that makes members want to stay in the group, even if they are not always happy with group actions; and (4) act as gatekeepers for controlling talk and information flow. To be more persuasive, align yourself with an emerging leader--or become one yourself.

Source: Persuasive Communication, by Erwin P. Bettinghaus and Michael J. Cody.

is no charge for standard PRIDE surveys that follow the model in the current PRIDE manual.

To use this model the community must: (a) be enrolled in the PRIDE Program for the current year, (b) give an area or state Extension specialist an opportunity to review the PRIDE survey form before it is distributed, (c) be responsible for preparing and reproducing the survey forms, distribution, collection, and sending the completed forms to be tabulated at Kansas State University, (d) conduct the survey in such a manner as to provide a representative sample of the population, (e) tabulate any "write-in" responses, and (f) allow an area or state Extension specialist to present and summarize the results of the survey to the local PRIDE committee.

The community will receive a written report of the results of the survey (usually 25 copies), which will include a listing of responses to questions in rank order from most adequate to least adequate. The Extension staff reserves the right to refuse to tabulate any PRIDE survey that does not follow the (a through f) guidelines.

### Next Newsletter Highlights PRIDE Day

The September/October issue of the PRIDE Newsletter will highlight PRIDE Day, 1990. Many special activities will be happening in Salina on October 27, 1990, as PRIDE celebrates its 20th anniversary.

### In Order To Serve You Better

The PRIDE Newsletter is dedicated to bringing you information that you can use in your community. We would like to know what subjects interest you and what you need to know to accomplish community projects. If there is a subject or topic you would like to see covered in the PRIDE Newsletter, please contact Stan McAdoe, Cooperative Extension Service, 101 Umberger Hall, Manhattan, Kansas 66506.

## Top Ten Concerns of PRIDE Communities

Of the 15 PRIDE community attitude surveys conducted between July, 1989, and May, 1990, economic development is the most important area of concern.

The top ten concerns, in priority order, include:

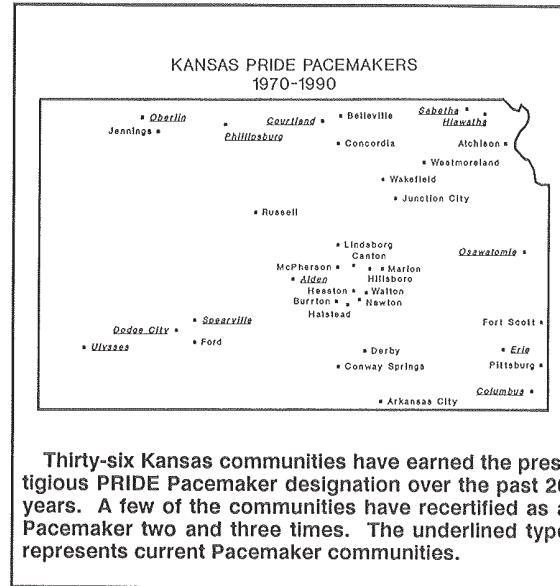
- Job Opportunities
- Cultural Events
- Dilapidated Buildings
- Industrial Recruitment
- Business Opportunities
- Financing For Businesses
- Beautification
- Retail Goods & Services Available
- Sidewalks (Residential)
- Child Care Facilities

## 1990 PRIDE Awards Presentation To Be Televised

In celebration of PRIDE's 20th year, the State PRIDE Board of Directors approved, at their June 21 meeting, live television coverage of the awards presentation on October 27, 1990.

The Kansas Regents Educational Communications Center has agreed to film the presentation via satellite. Local television and cablevision stations throughout Kansas will be able to carry the program. Households with satellite dishes will also be able to receive the program.

Further information about the program will be provided later.



Thirty-six Kansas communities have earned the prestigious PRIDE Pacemaker designation over the past 20 years. A few of the communities have recertified as a Pacemaker two and three times. The underlined type represents current Pacemaker communities.

## Alden Achieves Pacemaker

The South Central Kansas community of Alden (population 214) was awarded pacemaker status at the June 21 meeting of the PRIDE Board of Directors. Alden has been approved in all 19 PRIDE Blue Ribbon categories of community development.

Alden has now been certified three times as a PRIDE Pacemaker community in its 18-year history in the Kansas PRIDE Program. The community of Alden is a shining example of what can be accomplished through hard work and a commitment to excellence.

A PRIDE Pacemaker celebration is to be scheduled for this fall.

## Oberlin To Celebrate 20 Years In PRIDE

Oberlin (population 2,387), a PRIDE Pacemaker community located in Northwest Kansas, will celebrate 20 consecutive years in the Kansas PRIDE Program on August 4, 1990. The festivities will include a parade, a free barbecue, entertainment from the community-owned carnival, and a special recognition brunch to be held on Sunday, August 5.

Oberlin's record in the Kansas PRIDE Program is impressive. During the past 20 years, Oberlin has earned the PRIDE Pacemaker certification three times, and has placed in the community achievement (cash) awards 15 times.

*Congratulations Oberlin!*

## Blue Ribbon Certificates

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the June 21 State PRIDE Board Meeting:

- Alden - Sewage Disposal
- Argonia - Airport, Emergency Medical Services, Fire Protection, and Solid Waste Management
- Arkansas City - Airport, Community Planning, Education, Emergency Medical Services, Health, Library, Police Protection, Sewage Disposal, Solid Waste Management, Streets, Tourism, and Water
- Atchison - Health
- Burton - Airport, Education, Health, and Recreation and Parks
- Columbus - Health, and Recreation and Parks
- Dighton - Health, and Recreation and Parks
- Goodland - Community Planning and Energy
- Halstead - Health
- Hoisington - Airport, Beautification, Commercial and Industrial Development, Energy, Fire Protection, Health, Police Protection, and Recreation and Parks
- Kingman - Culture and Arts, and Recreation and Parks
- Potwin - Airport, Emergency Medical Services, Energy, Health, Streets, and Water
- Ransom - Health
- Russell - Health
- Wakefield - Airport, Beautification, Education, Emergency Medical Services, Fire Protection, Health, Library, Police Protection, Sewage Disposal, Streets, Tourism, and Water
- Walnut - Energy, Health, and Library

