

Appearances, Appearances

Whether it's accurate or not, a community's appearance is often used as a measure of its health. If a community doesn't look healthy, then it's assumed that it's not. Because first impressions are lasting impressions, a poor appearance may mean that your community won't be given a second chance by businesses, tourists or individuals looking for a home. On a day-to-day basis, we often overlook critical areas that are seen immediately by outsiders.

To conduct an objective evaluation of your community's appearance, follow the steps below: (1) Review every main transportation route into your community. These main thoroughfares are a major influence on the visitor's impression; (2) Visually inspect the exterior of all public buildings and facilities. A deteriorated city hall or school advertises that no one cares; (3) Review the retail business district for appearance, accessibility and parking. Look for boarded-up windows or worn-out displays; (4) Inspect residential areas. In larger cities, divide the community into quadrants. In small towns you should be able to inspect all areas of the community; (5) Make notes while you are at the scene. Don't count on remembering important details that may make a difference; and (6) Don't be overly concerned about how to correct the problem. Use your powers of observation to make an objective evaluation.

Once you have completed the evaluation, begin to set priorities and develop an action plan. With a little creativity, your community can turn eyesores into "eye-catchers."

Article adapted from the January/February, 1990 edition of the Iowa Community Betterment "Newsgram."



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

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE...\$300



PRIDE

Kansans Building Better Communities

PRIDE On the Move in South Central Kansas

A resurgence of enrollment, or re-enrollment in the PRIDE Program has taken place in South Central Kansas over the past 18 months. The PRIDE Program is being recognized by more and more communities as the process to use in coordinating community development activities.

New towns that have joined the PRIDE Program over the past months include Argonia, Halstead, Medicine Lodge, Mount Hope, Kingman, Pratt, Udall, Ellsworth, Cassoday, and Cunningham. The five most recent communities joining are Argonia, Mount Hope, Ellsworth, Cassoday, and Cunningham. Currently, committees are being formed, surveys taken, and projects identified by these new communities.

PRIDE efforts in South Central Kansas during 1990 look exciting and positive according to Ken Albright, South Central Area Extension Specialist, Community Development. Albright reports that several more communities in the area have indicated interest in learning more about the PRIDE Program. "All PRIDE communities, both new and old, in South Central Kansas are looking forward to the 20th year celebration of the PRIDE program, to be held in Salina, October 27, 1990," states the Community Development Specialist.



May-June, 1990

PRIDE Communities Celebrate National Volunteer Week

April 22-28 was National Volunteer Week, and PRIDE communities from across the state have taken advantage of this time to thank and recognize the many people that freely contribute their time, talent, and money to community improvement efforts. Without such dedicated volunteers, most community improvement projects would never be realized.

Two communities that have enthusiastically participated in celebrating National Volunteer Week were Goodland and Hoisington. Both communities' city councils passed a resolution proclaiming April 22-28 as the week to recognize local volunteers. In addition, radio station KLOE in Goodland produced several one minute spots on volunteerism and the Goodland Daily News featured an outstanding community volunteer each day over a several day period. Other events occurring in Goodland were presentations on involving volunteers in the community from Ron Harding, Chamber Director, and Terrie Mc-

Cants, representing The Great Western Plains Arts Association. In addition, Goodland decorated a large downtown window featuring information on National Volunteer Week and began an "adopt an empty window campaign" to improve the looks of downtown storefront windows.

PRIDE in Hoisington celebrated National Volunteer Week by hosting a community-wide reception at city hall. Included were refreshments, displays, posters from various organizations, and entertainment from local youth groups. Volunteers were recognized for their special contributions to the community. Thirty-four different organizations were invited to participate in the festivities.

For more information on what occurred in these two communities, call Brenda Myers, Goodland PRIDE Chairperson, (913) 899-6430, and Vicky Dayton, Hoisington PRIDE Chairperson, (316) 653-2775.

Important PRIDE Dates

- May 25, 1990...Telene Conference - Festivals and Celebrations
- June 21, 1990...State PRIDE Board of Directors Meeting
- 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

Miss Kansas Promotes PRIDE

Miss Jennifer Hedrick, Miss Kansas 1989-1990, graciously accepted an invitation from the Kansas Department of Commerce to promote the PRIDE Program. The 60-second tape of the PRIDE Public Service Announcement and an accompanying letter signed by Governor Mike Hayden encouraging the airing of the tape, was sent to every radio station in the state. The script of the tape follows:

"What Kansas program has involved over 68,000 volunteers in 1989 to improve Kansas communities? Hi, this is Jennifer Hedrick. I am Miss Kansas, 1989-1990. The answer to the question is -- the Kansas PRIDE Program.

The PRIDE Program has successfully responded to the needs of Kansas

communities by providing assistance and recognition for local community improvement efforts.

The program is co-administered by the Kansas Department of Commerce, Community Development Division and the Kansas State University Cooperative Extension Service. PRIDE has been successful due to its cooperative effort of the public and private sectors. Corporate and association sponsors provide the funds for recognition and cash awards for outstanding community improvement activities.

If PRIDE will work for your town, call the Kansas Department of Commerce at (913) 296-3485, or the Cooperative Extension Service at (913) 532-5840. It can help your hometown. Call today."

TELENET Will Highlight Festivals and Celebrations

"Festivals and Celebrations" is the title of a statewide TELENET conference to be held Friday, May 25, 1990, from 12 noon to 1:30 p.m. This conference will be held at TELENET sites across Kansas.

The main purpose of the conference is to learn how several communities planned, organized, and implemented successful local festivals and celebrations. PRIDE communities will also learn some unique ways to raise funds for other community improvement efforts through this TELENET. The special value of this program will be in the community-to-community sharing of good ideas. A question and answer session is included in the 1 1/2 hour program.

For further details about the conference and the locations of the TELENET sites, contact your local county Extension agent.

Dilapidated PRIDE Signs Hurt Community's Image

Take a close look at your community's PRIDE signs. There are too many signs at the entrances to communities that are showing rust, deterioration, or lack of maintenance. PRIDE signs are made to last only approximately four years. If your community is no longer enrolled in the PRIDE Program, take the signs down. If signs need to be replaced, new signs can be leased by contacting PRIDE, 400 West 8th Street, Topeka, Kansas 66603.

**REMEMBER --
Nothing hurts the
image of a community
more than unsightly
PRIDE signs.**

Kansas To Organize Community Development Society

Several Kansas members of the National Community Development Society met recently and unanimously decided to organize a Kansas Chapter of the Community Development Society. The major purpose of the State Chapter will be to provide a forum for the exchange of community development ideas and to encourage communication among all individuals and agencies, public and private, in Kansas, that are engaged in community development activities.

Although the constitution and bylaws have not been written as yet, it appears that membership will be open to any individual who has an interest in community development and who is, or becomes, a member of the National Community Development Society. PRIDE leaders are encouraged to consider becoming Chapter members. Additional information will be forthcoming in the PRIDE newsletter.

Area PRIDE Workshops Are Well Attended

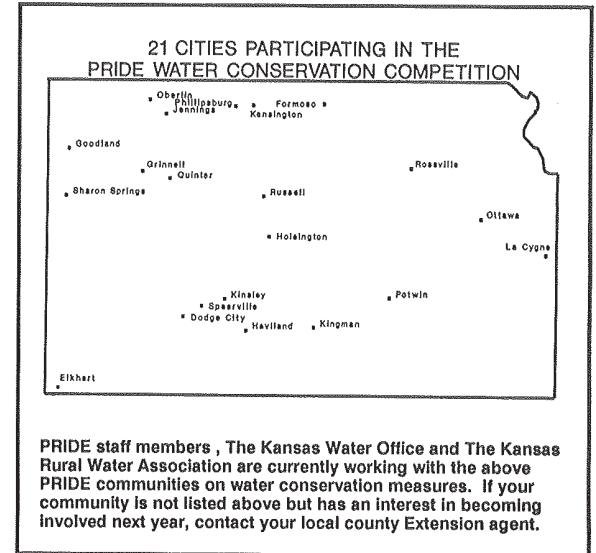
Two hundred and ten PRIDE community leaders representing forty-two communities attended the area PRIDE workshops held across the state between February and April. Hosting the workshops were the nine PRIDE communities of Valley Falls, Spearville, Syracuse, Grinnell, Phillipsburg, Udall, Alden, Courtland, and Cherokee. Program presentations were well received by those in attendance.

As always, the community sharing sessions, where each community shared their most successful PRIDE projects, was the highlight of each workshop.

Community Booths Encouraged At PRIDE Day

If your PRIDE committee would like to display information on any of its 1989/1990 PRIDE projects at PRIDE Day, there will be space available. An eight-foot long table will be provided to every community wishing to have a PRIDE display. A few ideas for highlighting your PRIDE year include: slide presentation of projects, project picture posters, video tape of projects, project models, brochures or leaflets, demonstrations, etc.

For additional information or to reserve a table, contact Stan McAdoo, Extension PRIDE Program Coordinator, Umberger Hall, Kansas State University, Manhattan, KS 66502. (913) 532-5840



PRIDE staff members, The Kansas Water Office and The Kansas Rural Water Association are currently working with the above PRIDE communities on water conservation measures. If your community is not listed above but has an interest in becoming involved next year, contact your local county Extension agent.

1990 Enrolled PRIDE Communities

An official 1990 PRIDE entry form has been received from the following communities. To be eligible to compete for the community achievement awards, the entry must have been submitted on or before April 15, 1990. There is no deadline for entering the blue ribbon recognition phase of the program.

Alden	Elkhart	Kensington	Potwin
Alton	Ellsworth	Kingman	Pratt
Argonia	Erie	Kinsley	Protection
Arkansas City	Ford	LaCynne	Quinter
Atchison	Formoso	Lansing	Ransom
Atwood	Fort Scott	Leonardville	Riley
Baxter Springs	Galesburg	Longford	Rossville
Belleville	Gaylord	Lucas	Russell
Beloit	Geuda Springs	Lyndon	Sharon Springs
Bird City	Goodland	Maize	Spearville
Burton	Greensburg	Medicine Lodge	Stafford
Cassoday	Grinnell	Morrowville	Syracuse
Coffeyville	Haviland	Mt. Hope	Tonganoxie
Colby	Hiawatha	Muscotah	Troy
Coldwater	Highland	Narka	Udall
Columbus	Hoisington	Ness City	Ulysses
Courtland	Holton	Nortonville	Valley Falls
Cunningham	Independence	Oberlin	Wakeney
Dighton	Jennings	Osawatonic	Wakefield
Dodge City	Jetmore	Oskaloosa	Walnut
Edgerton	Junction City	Ottawa	Westmoreland
Edwardsville	Kanorado	Phillipsburg	White City