

Good publicity is key to success

The quality of the PRIDE publicity program could well decide the effectiveness of the local PRIDE program. Unless the entire community is made aware of current problems and possible solutions, there will be little chance for success.

A successful PRIDE program must have the full support of its citizens. Good publicity helps recruit members, keep volunteers informed of upcoming projects, and make the community aware of local PRIDE accomplishments. Lack of publicity or bad publicity, on the other hand, diminishes the effectiveness of community improvement efforts.

An ideal and effective publicity coordinator should be able to write concisely. It is helpful if the person has experience in preparing advertisements and news releases. Anyone who can write well, is creative, and willing to work hard can become a successful publicity coordinator.

The specific duties will vary from community to community based on organizational structure, size, scope of the local program, size of community, and availability of local media.



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COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506-3400

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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 & Housing.

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 disability.



PRIDE

Kansans Building Better Communities

Leadership for healthy communities

PRIDE communities might be interested in a new Kansas State University Cooperative Extension Service effort to assist Kansas communities and/or counties in the development of a training program for community leadership. The program entitled "Leadership for Healthy Communities" provides the framework to work through the conceptualization, organization, implementation, and evaluation of a community leadership program. The purpose of the program is to provide a structure for the following:

* Conceptualizing

--Creating a steering committee to begin the process

--Identifying desired skills in future community leadership

* Organizing

--Establishing a Board of Directors

--Creating the leadership curriculum
--Identifying local resources and trainers

* Implementing

--Recruiting and selecting participants
--Coordinating the training curriculum

* Evaluating

--Collecting data on participant development

--Identifying training strengths and weaknesses

--Establishing an alumni organization to build support for additional training.

For additional information contact either Stan McAdoo, Kansas State University, 311 Umberger Hall, Manhattan, KS 66506, 913-532-5840 or Gayla Randel, Kansas State University, 343 Justin Hall, Manhattan, KS 66506, 913-532-5773.

Oberlin hosts PRIDE leadership workshop

Oberlin reached out to its neighbors and hosted a leadership workshop in March. PRIDE staff members Bev Wilhelm and Stan McAdoo led two sessions covering the topics of:

- 1) Agendas & Meeting Environment;
- 2) Delegating; 3) Using Networks; and
- 4) Forming a Group.

In addition, participants examined

their respective community relative to community attitudes, leadership, vision, and taking action. Finally, participants evaluated their local PRIDE organization by means of a community organizational assessment tool.

Participating communities included: Almena, Atwood, Hill City, Jennings, and Oberlin.



Taking a snack break during the Area-Wide Leadership Training Workshop sponsored by the Oberlin PRIDE Committee

Important PRIDE Dates

July 7, 1994 ... State PRIDE Board of Directors Meeting, Topeka
September 1, 1994 ... PRIDE Project book due
September 26 - 30, 1994 ... PRIDE Judging Week
October 29, 1994 ... State PRIDE Recognition Day, Great Bend

Assistance is available

Any PRIDE community that would like to have a local workshop on organizing and documenting PRIDE projects for the annual judging process and/or how to best present your achievements to the PRIDE judges is encouraged to do so. Assistance is available from the PRIDE Program staff.

Should your community wish such a workshop call either Bev Wilhelm, State PRIDE Program Coordinator, Kansas Department of Commerce & Housing at 913-296-3485, or Stan McAdoo, Extension PRIDE Program Coordinator, Cooperative Extension Service at 913-532-5840.

Accomplishment months:

May and June are "accomplishment months" in the PRIDE Program. Now is a good time to encourage and stimulate project action; receive project reports; complete short term projects; complete and submit Blue Ribbon applications; and continue to work on the PRIDE project book.

Eight communities enroll in outreach program

Eight PRIDE communities have enrolled in the Community Outreach Special Emphasis. This special emphasis is designed to give recognition to PRIDE communities that have reached out to one or more communities within their county or beyond to accomplish common goals that are a concern to an area, county or region. The philosophy is that no one community can make as large an impact alone as could several communities working together. Listed below are the lead communities, participating communities/organizations, and projects.

Lead Community	Participating Communities/Organizations	Project Titles
Wakefield	Clay Center Chamber of Commerce, County Commission, Economic Development Group, & State Representative	Clay County PRIDE Sharing
Lyndon Grinnell	Pratt/Miss Kansas Scholarship Pageant, Pratt Jaycees Grainfield/Gove County Health Committee, Quinter/Gove County Health Committee, Gove/Gove County Health Committee & Park/Gove County Health Committee Woodston Booster Club	Miss Twin Lakes Scholarship Pageant Health Care for Gove County
Alton Argonia	Creek Township, Milan City/Springdale Township, Dixon Township & Ryan Township	Community Garage Sale Chikaskia Health Care District
Highland Formoso	Youth, Leona Soccer Team, Hiawatha City Council & Leona Mankato PFA, and the Communities of Montrose, Webber, & Courtland	Assist Leona Youth Recycling
Oberlin	Decatur County, Woman's Study Group, and the PRIDE Programs of Almaena, Atwood, Jennings, & Hill City	Area-Wide Leadership Training Workshop

Community booths featured at PRIDE Day

All communities are invited to exhibit projects at PRIDE Day, October 29, 1994. This is an excellent opportunity for your community (PRIDE or non-PRIDE) to display and demonstrate activities to a state-wide audience. It will serve to publicize your efforts, provide resources and offer learning opportunities for other communities. In addition, booths lend significantly to the inquiring, sharing, networking, festive, community atmosphere of the conference. Possible ideas for a booth might include local efforts in leadership development, health care, outreach or other specific projects that have contributed to the improvement of your community.

Free space, including an eight foot table, piping and draping, will be available. To reserve a space or to ask questions contact Stan McAdoo 913-532-5840.

PRIDE projects omitted

When listing the 1993 community PRIDE projects in the February/March newsletter all projects accomplished by Jennings and one major project accomplished by Kingman were inadvertently omitted. They are as follows: Jennings -- Adopt a State Park, Bee Removal From City Hall, Christmas Gallery Arts & Craft Fair, City Wide Clean-Up, Community Potluck Dinner, Curb Painting, 2nd Annual Fireman Fun Day, Fire Department Fun Day, Fire Department Public Meeting, High School Post-Prom Party, Interfaith Rural Life Meetings, Jennings Receives Awards at PRIDE Day, Memorial Day Potluck Dinner, "Power of Vision" Presentation, PRIDE Book, PRIDE Day, PRIDE Informer, PRIDE Judges, PRIDE Judges Score Sheets, PRIDE Sign, PRIDE Workshop, and Santa. Kingman --Festi-Fall.

Congratulations to both Jennings and Kingman on their excellent PRIDE year!

Blue Ribbon applications approved

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the February 24, 1994 State PRIDE Board Meeting:

Argonia - Culture & Arts;
Kingman - Fire Protection, Solid Waste Management, and Streets;
Lyndon - Commercial & Industrial Development, Emergency Medical Services, and Streets;
Ottawa - Education, Emergency Medical Services, Solid Waste Management, and Streets;
Russell - Beautification, Fire Protection, Police Protection, Solid Waste Management, and Streets;
Spring Hill - Emergency Medical Services, Sewage Disposal, Solid Waste Management, Water, and Streets.

Attributes of good leadership

Outstanding PRIDE communities depend upon having outstanding leaders. Able leadership provides the foundation for effective community development. Vibrant communities can point to leaders of the past and strong present leadership ensures future prosperity. As a result, one of the PRIDE Program's 1994 special emphasis is Leadership Development. Not all leaders possess the same qualities, but some characteristics that can be found in a strong leader are:

Concern for others; -- Builds self-esteem and self-confidence in others; -- Empowers others; -- Recognizes talents and skills of others; -- Gives due credit and recognition; -- Is informed; -- Is aware of conditions, circumstances, needs, etc.; -- Sets a good example; -- Commands respect; -- Motivates; -- Is responsible; -- Listens; -- Communicates; -- Informs; -- Builds consensus; -- Cooperates; -- Organizes; -- Plans; -- Dreams; -- Is visionary; -- Speaks out on issues; -- Takes a stand -- even in the face of opposition; -- Is willing to take risks; -- Admits mistakes; -- Gets things accomplished; -- Is decisive; --

Volunteers; -- Serves; -- Leads rather than dictates; -- Delegates responsibility and authority; -- Willingness to take leadership positions, i.e., PRIDE Chair or other PRIDE office, task force committee leader, etc.

Source: Missouri Community Betterment Program

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." — Margaret Mead

Next newsletter to highlight PRIDE Day

The September/October issue of the PRIDE Newsletter will highlight PRIDE Day, 1994. The theme will be "A Time of Celebration." Many special activities will be happening in Great Bend on October 29, 1994. Mark your calendar now!

Pilot communities selected

The five communities of Atwood, Lenora, Ransom, Russell, and Stafford have been selected to participate in a program entitled, "Healthy Kansans in PRIDE Communities." Assisting with the program is the Office of Local and Rural Health Systems within the Kansas Department of Health and Environment and each participating community's local county health department.

The major purpose of this effort is to enable the communities to confront any significant local health issues. Each community is presently completing a health needs assessment.

"Healthy Kansans in PRIDE Communities" was developed as a result of PRIDE's 1994 Health Care Special Emphasis. In addition to the five pilot communities, other PRIDE communities throughout the state are actively addressing health care needs.

For details on the health care issues being addressed by PRIDE communities, call either Bev Wilhelm at 913-296-3485 or Stan McAdoo at 913-532-5840.

