

## “Here & Now” provides an in-depth look at state government

New Wisconsin Public Television program premieres Friday, Jan. 10

By Chris DuPré

JIM GILL



### Freyberg anchors “Here & Now”

State government reporter Frederica Freyberg is anchor of the new public-affairs program “Here & Now” broadcast 7 p.m. Fridays on Wisconsin Public Television stations in Madison, Green Bay, La Crosse, Menomonie-Eau Claire, Wausau and River Falls.

The new year brings new leadership in Wisconsin state government – and a new Wisconsin Public Television (WPT) program focusing on state issues.

### “Rigorous reporting”

“Here & Now,” with anchor Frederica Freyberg, premieres at 7 p.m. Friday, Jan. 10, on WPT stations around the state. The half-hour will be a program of record for legislative activity at the Capitol, and much more.

Producer Andy Moore is upbeat when talking about the series. “‘Here & Now’ will be a fresh program about Wisconsin,” he says. “We’ll do rigorous reporting about state government; that’s something that won’t change from what we’ve always done. But we’ll also make an effort to tap into more of what matters in local communities all around the state.”

### Anchor Freyberg brings knowledge and experience

Out front for the program will be Freyberg, the state government reporter for Wisconsin Public Radio (WPR). In addition her radio experi-

ence, Freyberg has an impressive resume in television news.

She started her career as a reporter at WFRV-TV/Green Bay before moving on to WMTV-TV/Madison as a producer, reporter and anchor. She went to Milwaukee Public Television as a reporter, producer and host and worked with WPT on the public-affairs program “Wisconsin Week.” She returned to commercial news with WISN-TV/Milwaukee and went on to work for seven years at WCCO-TV/Minneapolis.

“I am very excited by the opportunity and the challenge that this job presents,” Freyberg says. “The fact that we’re able to bring together the two parts of public broadcasting in Wisconsin is a great development.”

### Benefits for viewers, WPT and WPR

Kathy Bissen, executive producer for WPT’s News and Public Affairs unit, says Freyberg will add a solid perspective to “Here & Now.” “Frederica is a great reporter with a firm grasp of the issues facing

the state. The fact that she’s at the Capitol every day is a plus, and she’s got the skills and style that will bring a lot to ‘Here & Now.’ ”

Connie Walker, WPR’s news director, says that the arrangement should boost both WPT and WPR. “The opportunity for our government reporter to anchor a new program on Wisconsin Public Television represents an exciting leap forward in our organizations’ working relationship. We have previously worked informally with WPT staff, but this is an excellent opportunity for a more formal meeting of our collective news minds.”

### Newsworthy timing

As a new governor takes office, legislative caucus scandals still reverberate, and the state faces a massive budget deficit, the new year and its challenges are causes for high anxiety and anticipation.

“Whenever you’re starting a new program, there’s a lot of excitement in the air,” Moore says. “Considering everything that is happening in Wisconsin at this time, I don’t think there could be a better time to embark on ‘Here & Now.’ ”

## Strategic communications plan will change publications, improve publicity

By David Giroux



David Giroux  
Director, Public Information

With this issue of *Extension News and Ideas*, the University of Wisconsin-Extension takes the most visible step in a plan to improve communications with internal and external audiences.

### News and Ideas published bimonthly

As part of a strategic communications plan, this newspaper will be distributed on a bimonthly basis. This will free up resources to develop a new publication that will showcase the value of outreach education and the relevance of our work to all Wisconsin residents. This new publication will offer full-length feature stories that tell our story in a compelling, timely manner.

### Improving our communications

Changes in the publications mix are only one part of the plan, designed to enhance the reach of – and public support for – our unique brand of higher education. The plan will address ways to:

- improve media relations tactics that result in “free publicity” and other communications with external stakeholders;
- use employee-focused communications to ensure that faculty and staff are well informed about organizational changes and long-term directions;
- provide faculty, staff and stakeholders with information and resources they need to be responsible stewards of the UW-Extension image.

### Experts will assist work groups

Three work groups of UW-Extension faculty and staff will focus on publications, branding and media relations. They will be supported by

expert colleagues from UW Colleges, UW-Madison and UW System Administration who have volunteered to assist in this effort.

The publications team will continue the work on revising and enhancing print and electronic communications vehicles.

The branding team will help define a unified organizational identity for UW-Extension, based on work already done by each of the divisions. They will develop key messages that can be woven into a variety of daily communications, and enhance the guidelines that define the graphic standards for our publications. The UW-Extension logo will remain unchanged.

The media relations team will review the public information processes used by UW-Extension and other organizations to uncover the best practices that lead to greater public awareness and understanding.

### Goal: a consistent voice

Many individual units within UW-Extension (e.g., Wisconsin Public Television and 4-H) already have a distinctive image or brand. This plan will not duplicate or override those established efforts. Rather, the institution-wide strategy will identify common characteristics shared by all divisions and programs, so we can speak with a more consistent voice.

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### Change ushers in the new year

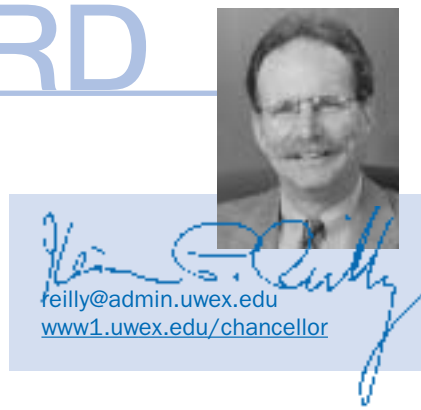
With the dawn of each new year come the inevitable resolutions – to lose weight, read the classics, or finish that woodworking project that’s been sitting in the basement for years.

So it is only fitting that University of Wisconsin-Extension begin the year with changes, big and small. The front page of this newspaper highlights two such items.

On one hand, we learn that Wisconsin Public Television (WPT) is introducing one of two new public-affairs broadcasts that will attempt to fill the void left by the widely acclaimed “WeekEnd.” I attended the final broadcast of that program in November, and heard many people say how much they would miss it – sentiments I certainly share.

Change, in this case, gives WPT the opportunity to revitalize its commitment to quality public-affairs programming. Knowing the level of talent involved in this production, I am confident that anchor Frederica Freyberg, and everyone working behind the scenes of “Here & Now,” will quickly attract a following of loyal viewers statewide.

Another change announced in this newspaper deals with changes to the newspaper itself. As part of a new strategic communications plan, we are redirecting some of our limited resources to a new mix of publications, which we believe will enhance our efforts to illustrate the value of UW-Extension programs. This will require that we scale back the number of times this newspaper is produced annually. This is not an indication that



we are any less committed to regular communication with our employees. Rather, it is a new commitment to enhancing the ways that we connect with people inside and outside this far-reaching institution.

As we look at opportunities to create and improve our communication channels, I look forward to using this column and my monthly FYI from the Chancellor e-mail messages as opportunities to inform you of important issues, recognize the accomplishments of our colleagues, and editorialize on various matters of interest to us all.

Best wishes for the new year to all.

**Robin Shepard** has been named Community, Natural Resources and Economic Development program leader. In his new position, Shepard will provide leadership, direction and coordination of planning, implementation and evaluation of the CNRED program. He has been with Cooperative Extension since 1991.

**The 4-H Youth Development Program** has been awarded \$150,000 a year for a five-year project in Wisconsin, with project sites in Wausau and Milwaukee. The funding comes from the U.S. Department of Agriculture/Cooperative Research, Education and Extension Service. The Wausau-area project will focus on helping middle-school-aged youth develop leadership skills, self-confidence and skills in democratic practice. The Milwaukee project will focus on youths’ success in school by improving after-school programming and community support.

Center for Cooperatives Director **Bob Cropp** is retiring on Jan 3. A former dean of the College of Agriculture at UW-Platteville, he has devoted 36 years to working with agricultural cooperatives and on dairy marketing and policy issues.

The newly launched Waukesha Ozaukee Washington Workers Web site [www.uwm.edu/Org/woworkers/](http://www.uwm.edu/Org/woworkers/) is a one-stop resource for comprehensive information related to employment, transportation and child care. The site, targeted at workers, job seekers, work-force development and social services staff, and employers, was developed by the Center for Transportation Education at the UW-Milwaukee School of Continuing Education in collaboration with the Waukesha/Ozaukee/Washington Workforce Development Board, Ozaukee and Washington County. The project was funded by the Wisconsin Employment Transportation Assistance Program.

The Greater La Crosse Area YWCA has honored **Sue Schultz**, coordinator and department head for the La Crosse County Nutrition Education Program, as one of the Outstanding Women in the Coulee Region. She was recognized for her outstanding work in education.

**Christine Kniep**, Winnebago County Family Living educator and department head, oversaw the proceedings of the 68<sup>th</sup> Annual Session of the National Extension Association of Family and Consumer Sciences (NEAFCS). The conference drew more than 835 family and consumer professionals to Kansas City. Kniep served as national NEAFCS president in 2001-2002.

## Coming up at UW-Extension

### Program Impacts workshop

UW-Extension’s annual Program Impact workshop is scheduled for **March 20-21** at the Chula Vista Resort in Wisconsin Dells. Online registration will be available **Jan. 9**.

The emphasis is on practical, hands-on learning so that participants can apply knowledge and skills in outcome measurement to their jobs. Sessions will focus on value and use of outcome data, selecting and measuring outcomes, writing questions that get the data you want, and analyzing and reporting data. Mary Crave, evaluation and diversity specialist for Continuing Education Extension, is chairing the workshop.

Persons responsible for and/or who conduct programs and program evaluation should attend. Enrollment will be capped at 80 on a first come-first served basis, with a balance in cross-divisional participation as the goal. Employing divisions, units or institutions are expected to cover participant lodging and travel expenses. The Provost and Vice Chancellor’s office will cover the cost of materials and meals.

For more information and to register: [www1.uwex.edu/impacts](http://www1.uwex.edu/impacts)

### Governor’s Humanities Awards

The Wisconsin Humanities Council and the Center for the Humanities at the University of Wisconsin-Madison are inviting nominations for the 2003 Governor’s Humanities Awards. The annual awards recognize

individuals, organizations and programs that make significant contributions to furthering public understanding of the humanities. Anyone can make a nomination. Nominations are due **Jan. 31**.

For more information: [www.wisconsinhumanities.org](http://www.wisconsinhumanities.org) and (608) 262-0706

### WPT Garden Expo

Escape the winter chill at the 10th annual Wisconsin Public Television (WPT) Garden Expo **Feb. 7-9** at the Alliant Energy Center in Madison. The event offers a virtual textbook-worth of information on lawns, gardens and landscaping. Some 88 hours of seminars, at no additional cost beyond the nominal entrance fee, will be presented by University of Wisconsin-Extension specialists, regional professionals, club experts and business leaders. Master Gardener Shelley Ryan of WPT’s “The Wisconsin Gardener” will also be on hand to share gardening tips.

For more information: [wpt.org/gardenexpo](http://wpt.org/gardenexpo) and (800) 253-1158

### Diversity Program Development Initiative proposals

Continuing Education Extension is accepting proposals for the fourth annual Diversity Program Development Initiative. The grants are available to Continuing Education Extension programmers for start-up programs that further the goals of Extension’s Plan 2008. Several grants for a maximum of \$7,500

each will be awarded. Grant proposals are due online no later than **March 7**.

Mary Crave, evaluation and diversity specialist for Continuing Education Extension, will hold a Web conference detailing grant requirements **Jan. 27** from 2-3:30 p.m.

For more information, contact Crave at [crave@conted.uwex.edu](mailto:crave@conted.uwex.edu)

For more information and to submit: [cf.uwex.edu/ics/cegrant/cerfp.html](http://cf.uwex.edu/ics/cegrant/cerfp.html)

### 2003 Outreach Scholarship Conference proposals

Proposals to present at the 2003 Outreach Scholarship Conference, themed Excellence Through Engagement, are due **March 10**. The conference, co-sponsored by UW-Extension, The Ohio State University and The Pennsylvania State University, will be held **Oct. 12-14** in Madison.

For more information: [www.outreachscholarship.org](http://www.outreachscholarship.org) and [outreachscholarship@uwex.edu](mailto:outreachscholarship@uwex.edu)

### Cross-divisional grant proposals

UW-Extension Cross Divisional Grant Program proposals are due **May 30** to the UW-Extension Provost and Vice Chancellor’s office. The grants provide support for both planning and implementation of innovative cross-divisional programming. Areas of emphasis, proposal requirements and the timeline will be posted on the Provost and Vice Chancellor’s Web page **Feb. 14**.

For more information: [www.uwex.edu/provost](http://www.uwex.edu/provost)

## TDS employees benefit from flexible, convenient online training

### Employees increase their value to their company

By Amy Pikalek

With an employee base of more than 700 and service to 150,000 business and residential customers in Wisconsin, Illinois and Michigan, TDS Metrocom needed a convenient, flexible way to provide employee training. With this in mind, the Madison-based telephone- and internet-service provider turned to University of Wisconsin Learning Innovations (UWLI) for help in enhancing its face-to-face "provisioning" classroom training session through an interactive, online format. UWLI is part of UW-Extension's Continuing Education division.

#### Large, dispersed, diverse work force

"What we needed was a training solution that enabled us to reach a large audience in different locations, and also provided the employees the ability to learn at times and locations that were convenient to them," explains Sandy Ellis-Brye, TDS associate manager

of training and development. "Many of our employees have different levels of experience and learning styles. This new program puts the information they need right at their fingertips, and does so in a creative and engaging way."

#### Easily accessible, interactive training

The new online Basics of Provisioning course for TDS Metrocom customer-care representatives provides interactive training – hands-on experience with access to training materials as employees need it – that covers material not included

in the face-to-face training. The new online course teaches employees the difference between types of local carriers, how TDS Metrocom and Telecom are different, key vocabulary terms, and about technical issues as well appropriate responses to customer questions. The program was implemented in summer 2002.

#### System tracks lifelong learning

The course is combined with a learner management system (LMS) that not only tracks the employee's progress through completion of the training, but also keeps a central

database, serving as a permanent record of each employee's training.

#### Emil commends positive partnership

"This is an example of the kind of thing we've always done in Continuing Education Extension, only now we're doing it in an online environment," says Barbara Emil, UWLI executive director and dean of Continuing Education Extension. "We are pleased to have worked with TDS on this effort. This was their first experience working with the university, and they were very impressed with our professionalism and timeliness. It was a very positive experience for all of us."

TDS Metrocom is part of the Telephone and Data Systems (TDS) family of companies. Founded in 1969, TDS provides wireless, local telephone and Internet services for residential and business customers. TDS currently employs 9,200 people and serves more than 4.2-million customers in 34 states.

"Many of our employees have different levels of experience and learning styles. This new program puts the information they need right at their fingertips, and does so in a creative and engaging way."

- Sandy Ellis-Brye  
TDS Associate Manager of Training and Development

## ICS applies technology for enhanced learning opportunities

By Marcia Baird and Milly Jones

As part of University of Wisconsin-Extension's Broadcasting and Media Innovations division, Instructional Communication Systems (ICS) provides audio, video and data conferencing technologies and related learning services to educational, governmental and nonprofit organizations. Here are some of ICS's latest projects.

#### Worldwide Internet megaconference

UW-Extension was one of more than 200 worldwide organizations that participated in the recent MegaConference IV, a one-day videoconferencing discussion conducted entirely via the Internet. This year's conference focused on the practice of using H.323 technology (video via the Internet) for distance learning and research.

ICS, located in The Pyle Center on the UW-Madison campus, hosted Extension's participation. A series of video bridges, including the one managed by ICS, were linked together to connect the large worldwide audience. Participants joined the Internet conference from their desktop videoconferencing units, conference rooms or classrooms. The event was also streamed via the Internet.

Paper sessions were scheduled throughout the day to accommodate participants in Europe, Africa, the Western Hemisphere, Asia and

the Pacific. UW-Extension presenters included Jamie Poindexter, ICS teleconferencing operations manager, and Steve Vedro, advisor on new media applications to Broadcasting and Media Innovations.

#### New distance-education book

*Using Distance Education Technology: Effective Practices* was recently published by Instructional Communications Systems (ICS) as part of a grant from the Consortium of College and University Media Centers. Rosemary Lehman, Bruce Dewey and Richard Berg, ICS distance education specialists, served as the book's editors.

More than 25 Wisconsin educators contributed to the book, sharing experiences and lessons learned. UW faculty and staff featured in the publication include Wayne Brabender, Colleen Capper, Debbie Cardinal and Jane Richard, Brian Fitch and Alec Kirby, Frank Gonzalez, Philip Harris, Jay Holmen, Molly Immendorf, Joan Karlen, Raymond Kessel and Marge Sutinen, Rosemary Lehman and Simone Conceição, Wayne Pferdehirt, Patricia Ploetz, Lauren Rosen, Boyd Rossing, Pam Scheibel, Hal Schlais, Alan Scott, and Jennifer Smith.

A book order form is available at: [www.uwex.edu/disted/training/effect/oder/index.htm](http://www.uwex.edu/disted/training/effect/oder/index.htm)

#### ICS and DOT partnership

As part of the Wisconsin Department of Transportation (DOT) Corporate University Model for Training pilot project, the ICS instructional design-and-training team is helping some DOT staff members learn how to design and teach technical courses. The DOT staff, mostly engineers and staff experts in the construction area, do not have instructional design or course development experience. The ICS team is assisting the

course developers with curriculum and instructional design principles and training presenters in the use of interactive learning technologies.

Twenty-eight DOT staff members will receive training during the 13-month project. Rosemary Lehman and Bruce Dewey, ICS distance education specialists, are familiarizing the DOT content experts with teaching and learning principles and helping select appropriate technologies and formats to accomplish course goals.



MILLY JONES

#### UW-Extension participates in worldwide Internet conference

Jamie Poindexter and Steven Vedro (foreground) participate with colleagues around the world during a daylong Internet videoconference showcasing how the Internet is being used for education and research. ICS provided one of 20 video bridges used to link the 200-plus participants.

## UW-Extension meets need for chronic wasting disease information

By Jo Futrell

WISCONSIN DEPARTMENT OF NATURAL RESOURCES



### Population at risk for CWD

The Wisconsin Department of Natural Resources estimated Wisconsin's deer population at about 1.6 million prior to the 2002 hunting seasons. The state also has 275 registered elk farms and 572 white-tailed deer farms.

Chronic wasting disease (CWD) was discovered in Wisconsin white-tailed deer in February 2002 as a result of testing done on animals harvested the previous fall. As awareness increased about CWD and its impact, hunters, consumers, meat processors, livestock producers, food-pantry operators and county educators urgently needed comprehensive information about the disease and its implications for animal and human health.

### Cooperative Extension specialists respond

Cooperative Extension quickly responded to these concerns, as specialists participated in public forums and met with concerned groups. Colleagues in the Agriculture (ANRE), Family Living and Community, Natural Resources and Economic Development (CNRED) programs recognized the

need for a coordinated response in anticipation of the fall 2002 hunting season. Resources were gathered onto the ANRE Biosecurity Web site at [www.uwex.edu/ces/ag/issues/fmd/index.html](http://www.uwex.edu/ces/ag/issues/fmd/index.html) for easy access and use by county educators and consumers.

### Providing a network for information flow

UW-Extension specialists have been at the forefront of this dynamic issue, contributing their expertise in wildlife management, food safety, meat science and animal health, and working with colleagues at the Wisconsin Department of Natural Resources (DNR) and Department of Agriculture, Trade and Consumer Protection (DATCP). DNR has taken the lead on animal-health issues, while DATCP is in the lead on food-safety issues for processors and hunters. UW-

Extension coordinates the flow of information to counties and to consumers via county offices.

### Effective partnerships with state agencies

"CWD has dominated Extension wildlife programming since its discovery last winter," says Scott Craven, UW-Madison Extension wildlife ecology specialist. "The severity and complexity of the problem have been daunting, but the opportunity to contribute to an ongoing wildlife problem of headline proportions has been exciting. The interviews, phone calls and meetings are slowing down as we all wait for statewide test results. We can only hope that CWD is confined to southwest Wisconsin, giving us a reasonable chance to confine, if not eliminate it."

"County educators and the public have responded extremely favorably to Extension's CWD education efforts," says Barbara Ingham, UW-Madison Extension food science specialist. "This entire issue has highlighted how Extension can play a vital role in partnership with other state agencies. Extension has brought both technical expertise and the network of county offices to the table, helping to reach all parts of the state with information developed by the Department of Natural Resources, Department of Agriculture, Trade and Consumer Protection and UW-Extension."

### Food-safety issues addressed

Ingham developed food-safety fact sheets for use by county educators. She and food security specialist Kadi Row developed materials for food-pantry operators who handle donated venison. Ingham produced CWD messages for InfoSource, available in English, Hmong and Spanish at [www.uwex.edu/disted/infosrce/](http://www.uwex.edu/disted/infosrce/), and posted updates on the Wisconsin FIRST (Excellence in

Food Industry Research, Service and Training) Web site at [www.wisc.edu/foodsafety/wisconsin\\_FIRST/index.htm](http://www.wisc.edu/foodsafety/wisconsin_FIRST/index.htm).

### Forums, publications and video educate state residents

Craven led public forums throughout the state for DNR, reaching more than 6,000 people, and responded to countless media questions, interviews and press releases. A comprehensive fact sheet for meat processors prepared by Dennis Buege, UW-Madison Extension meats specialist, has been a key resource for county educators. Buege and Craven produced a new guide, "Processing Your Deer: Deer processing Is No Longer 'Business as Usual' in Wisconsin." They also contributed to a video on safe handling and processing of venison, "From Field to Freezer," produced by the Sheboygan County Conservation Association and distributed statewide by the UW-Extension Media Collection and Gander Mountain stores.

Larry Baumann, veterinarian and animal health specialist, and Purnendu C. Vasavada, food safety and microbiology specialist, both at UW-River Falls Extension, have also led UW-Extension efforts to educate the public on CWD, addressing public meetings and contributing to a growing collection of resources.

### County educators provide research-based information

The coming months will bring more information about CWD and its impact on the Wisconsin deer herd. As the issue evolves, UW-Extension county educators are addressing public concerns related to deer management, venison handling, processing and consumption with the latest research-based information provided by campus specialists.

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