

Bringing out the **POETRY** in youth

By Moira Harrington

"NEVER TRUST ANYONE OVER 30" is a familiar mantra from the youth rebellion of the 1960s.

Many of today's teens and preteens probably hold the same sentiment, at least some of the time, as they move into a questioning and fiercely independent time in their

lives. As adolescents straddle childhood and adulthood, a rush of conflicting emotions mark their days.

During the past six months a collaborative project between 4-H Youth Development and Wisconsin Public Television (WPT) offered a positive outlet for those emotions. Called Poetic License, the project encouraged youth to write and perform poetry as a way to express hopes, fears, frustrations and dreams.

Spreading poetry throughout the state

Drawing on the rhythms of hip-hop, Native American ballads and the pulse of the Beat Generation, Poetic License spread poetry across the state. The project brought kids from different backgrounds together, those of varied ages, home-schooled students and students from public schools, rural and urban youth.

Poetic License focused on four counties: Door, Richland, Pierce and Sheboygan. In those counties,

Wisconsin's Poet Laureate Ellen Kort met one-on-one with youth in two-hour workshops. This positive intergenerational interaction was a pleasure to see, says Pam Hobson, Richland County 4-H agent. Kort, a schoolteacher and published poet from Appleton, knows how to relate to these sometimes cynical students, she says.

"...we are all poets"

"As the kids slowly walked into the workshop, she started talking to them right away," Hobson says. "The youngest in our workshop was 10 and the oldest was a senior in high school. She really knew how to engage them all."

Kort has been quoted as saying, "I believe we are all poets. Sometimes all we need is permission; someone to give us a little shove."

While Kort provided the shove, 4-H agents kept the flame burning.

Poetry on the Web and TV

The project includes a Web site with youth-posted poems and streaming video. In the fall, WPT will use poetry performance footage in "interstitials," the short segments between broadcast programs.

"We can give these kids and their work great exposure to a state-wide television audience through the interstitials," says Lynne Blinkenberg, WPT's associate director of outreach. "This increases the likelihood that varied audiences will experience the joy of the spoken



JIM GILL

Live a poem today

Wisconsin Poet Laureate Ellen Kort urges youth to think about the poetry that is part of everyday life.

word, just as the children involved with Poetic License have."

Funded by grants

Poetic License was funded by a UW-Extension cross-divisional grant and reached nearly 1,000 youth and interested adults in just the four targeted counties alone. 4-Hers in every county have been exposed to the project through new curriculum, which includes a poetry section. Poetry will reach even more youth this year thanks to a grant from the Wisconsin 4-H Foundation. Through the new funding, Ellen Kort will work with 4-H agents to bring poetry to other counties.

For more information:
www.wpt.org/poeticlicense

African Diaspora Project connects teens to homeland

By Cathy Prescher

MILWAUKEE – Diplomacy has its dramatic moments, even when it's simulated as the following exchange from the African Diaspora Project illustrates.

Tensions escalated as the student representing Nigeria initially refused to cooperate with the other teen African "diplomats" who sought to form a community of countries that would pool health care and oil.

"Either you cooperate with us or we'll overthrow you," a representative from one of the other countries said loudly. "We'll have a coup d'etat."

Practicing diplomacy

Persuasive reasoning swayed the Nigerian diplomat's opinion. Representatives from other countries with money that were sharing their resources pointed out that oil doesn't last forever. Conclusion: Profits from some oil sales in

Nigeria would be used to address agricultural and health issues to benefit the greater community.

Understanding Africa

African and African American scholars served as mentors to a group of 50 students participating in the project. The students took part in research and simulation exercises similar to those employed in the United Nations. Over 100 students participated in the training phases of the project.

The noncredit pilot program, launched at North Division High School in Milwaukee in October 2001, ended in April. It attracted teens with a strong desire to learn

more about Africa and peoples of African descent who are now living elsewhere in the world. The students also sought to gain an understanding of African cultures, issues, and the dynamics of the continent's internal and external politics.

Partnership support

Funding totaling \$37,500 included a \$20,000 Cooperative Extension program grant.

The African Diaspora Project primary partners are The Center for Urban Community Development and the Institute of World Affairs, UW-Milwaukee University Outreach; Cooperative Extension; North Division High School; and North

Division Community Learning Center run by Northcott Neighborhood Center.

UWM's Paulette Bangura worked closely on this project with two Cooperative Extension colleagues, Demetrius Brown, associate director of the project, and the late Alice Meade-Taylor, who was the academic coordinator for the Diaspora Project.

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MESSAGE FROM THE CHANCELLOR

Extension contributions enrich Wisconsin

On April 24, I addressed the Community Resource Development Department Symposium in Mosinee. Speaking with county- and campus-based educators, I emphasized the importance of linking our work to statewide economic development, and the opportunity for UW-Extension to contribute to the state's economic vitality. I focused on this issue because it requires involvement from all our divisions, and from all UW institutions.

The occasion provided another opportunity to reflect on how UW-Extension can help lead meaningful education and research that result in higher-paying jobs, higher per-capita income, and a better quality of life for Wisconsin residents.

I urged the CRD faculty and staff to be proud of the unique contribution they make to the economy of our state, and I hope that other colleagues share that same sense of accomplishment. Whether you

directly support economic development, or focus on the quality of our environment, the well-being of our citizens, the strength of Wisconsin businesses and agriculture, or lifelong learning that enriches our lives, your contributions are important.

In all parts of UW-Extension, we must work together to link our efforts more effectively across programmatic lines. People like UW System Katharine Lyall recognize the important contributions we can make. In her closing remarks at the second Wisconsin Economic Summit last year, she challenged all UW institutions to emphasize regional economic development, saying, "all campuses and UW-Extension will continue to encourage community partnerships."

This is not a new role for Extension, but we may be asked to contribute in innovative ways to the implementation of statewide initiatives.



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We must be responsive, and seize opportunities to integrate these efforts into an already over-full list of commitments to our local communities.

In announcing plans for the third Economic Summit to be held in October, Regent President Jay Smith said, "the UW System is committed to providing the important strategic thinking needed to enhance Wisconsin's economy in the future."

He couldn't have described UW-Extension's role with businesses, communities, families and workers any better.

Diversity Program Development Initiative grant recipients named

By Amy Pikalek

The Division of Continuing Education Extension has announced five recipients of Diversity Program Development Initiative (DPDI) funding for the 2002-03 fiscal year. The DPDI provides funds for UW institutions to develop and implement new diversity ventures that are consistent with the goals and initiatives of UW-Extension's Plan 2008.



Mary Crave

"A strong partnership between the UW institutions and community agencies is an important criterion in selecting grant recipients," says Mary Crave, evaluation and diversity specialist for Continuing Education Extension and administrator of the grants. "Our evaluations tell us that partnerships like the ones developed through the DPDI are a key to successfully engaging traditionally underserved students in continuing education programs."

The 2002-03 DPDI recipients are:

Technology Education for Hispanic Workers - UW-Washington County Office of Continuing Education

UW-Washington County will partner with the West Bend Chamber of Commerce and Economic Development Corporation and the Hispanic Outreach Core Committee of St. Frances Cabrini Church in Jackson to develop and teach a series of eight-week job-specific English, workplace and computer skills courses for Hispanic residents.

American Indian Cultural Issues Symposium - UW-Superior Center for Continuing Education/Extension

In partnership with the Lac Courte Oreilles Ojibwa Community College and the First Nations Center of UW-Superior, this program will develop a symposium on diversity issues, with emphasis on Native American culture.

Realizing the Dream: Involving Parents in Their Children's Career and Education Planning - UW-Madison, Continuing Studies, Adult Career and Educational Counseling Center

This program will teach parents of the Boys and Girls Club of Dane County participants ways to become involved in their children's career development. During the three-week sessions, parents will also be able to do their own career planning and exploration.

Milwaukee Latino Workers Labor and Employment Law Study Circle -

UW-Extension School for Workers

Monthly study circle meetings and resource materials in Spanish will educate Latina/o workers on labor and employment laws and regulations. The Labor Council for Latin American Advancement, Milwaukee, will co-sponsor the project.

Young Leaders in a Diverse World Youth Summit - UW-Parkside, Center for Community Partnerships

This 10-day camp will promote diversity among 7-10th grade youth from the Racine and Kenosha areas, fostering skills necessary to provide leadership in their neighborhoods, schools and communities. Youth Summit participants will learn about diversity, leadership, team building, educational and volunteer opportunities. Impact Program, Inc., is a partner.

This is the third year the Division of Continuing Education Extension has made the special funding available. Because UW-Extension is committed to providing programs and services with a positive impact on clientele, services and communities, applicants must also demonstrate the impact of their proposed projects.

For more information:
www.uwex.edu/ce/main

John Lund has been named the director of UW-Extension School for Workers (SFW), the labor education unit of Continuing Education Extension. Lund, who has been with SFW since 1985, has expertise in work measurement, job evaluation, compensation system design, computer applications for local union administration, organizing and bargaining, financial officer training, collective bargaining, industrial hygiene and ergonomics. Lund earned a master's degree in 1976 and a doctorate in 1989, both in industrial relations, from UW-Madison. Lund replaces Ken Mericle, who had been director since 1992.

Jan Gallagher, UW-La Crosse Small Business Development Center, is winner of the UW-La Crosse Rada Distinguished Alumnus Award. She is the first recipient of the award, named for the long-term campus educator and interim Provost/Vice Chancellor Dr. Ronald Rada.

The editors and designers of **UW Cooperative Extension Publications** have been honored by the Agricultural Communicators in Education, winning several awards for excellence in print and electronic publishing. The publication team completely swept one category, taking gold, silver and bronze awards for One- to Three-Color Popular Publications. The team also won a Gold Award in Electronic Publications and a Silver Award in the Technical Publications category.

The news department of **Wisconsin Public Radio** has been honored by several organizations for outstanding news coverage.

Associated Press: First place for continuing coverage and first place for feature reporting

Milwaukee Press Club: First place in spot news, first place for a story contributing to the community's welfare, honorable mention for continuing reporting, honorable mention for sports reporting, and honorable mention for writing for radio.

Northwest Broadcast News Association: First place for writing for radio and a merit award for newscasting.

Wisconsin Public Television (WPT) began regular digital broadcasts on May 3 with the launch of WHA-DT in Madison. WHA-TV began broadcasting on May 3, 1954, and is one of the first noncommercial stations in the United States.



"Rhythm&Booms"

A fireworks extravaganza set to music performed by country singer Lee Greenwood and the Madison Symphony Orchestra

Live from Madison's Warner Park

Saturday, June 29, 8:30 p.m. on Wisconsin Public Television

Extension-trained Master Gardeners fight hunger

By Mary Ellen Bell

Last summer, UW-Extension-trained Master Gardeners of Barron County – some 15 to 20 gardeners – estimate they grew and gave away almost 1,700 pounds of fresh vegetables to poor families, nursing homes, food pantries and senior centers. That's an average of about 100 pounds for each gardener.

UW experts provide advice

In Portage County, Master Gardener volunteers planted 105,000 hills of potatoes, along with other vegetables, using seed potatoes and growing advice from the UW experts at Hancock Research Station. The volunteers made weekly deliveries of potatoes and other fresh produce to the local food pantry. In urban Racine and Kenosha counties, gardeners produced and donated more than 2,000 pounds of food.

"People who garden always give a lot of food away, but until we started keeping records, no one knew how much it really was," says Catherine Walther, Master Gardener volunteer coordinator and assistant to Barron County's Agriculture Agent Don Drost.

Master Gardeners volunteer to end hunger

"In exchange for their training, Extension Master Gardeners contribute thousands of hours each year to community service," explains Susan Mahr, UW-Extension's Master Gardener coordinator. In addition to donating food directly, the Master

Gardeners also provide opportunities for low-income families to grow some of their own food. They help these families find garden sites and teach them how to start seeds and transplant seedlings.

The work and generosity of these volunteers represent a remarkable achievement, and a major contribution to the fight to end hunger in the state. Master Gardeners also donate volunteer time to other community projects such as answering home gardeners questions at the local UW-Extension office, organizing major community beautification projects, and organizing community garden plots.

Last year, UW-Extension trained more than 600 new Master Gardeners; the number of active Master Gardeners was about 1,100 statewide. These volunteers contributed 74,725 hours to service projects in 2001.

Growing and giving

Anyone who has ever planted a garden knows that even a modest plot can produce an overwhelming supply of tomatoes, zucchini and green beans. Last year, Extension-trained Master Gardeners organized collections of summer's bounty for community food pantries and meal sites to help combat hunger in Wisconsin.

TEDI J. WINNETT



So, you want to be a Master Gardener!

University of Wisconsin-Extension and the Agriculture and Natural Resources Horticulture Team have trained thousands of Master Gardeners since the program began in 1980. Any Wisconsin resident 18 years old or older can become a Master Gardener. You'll get 36 hours of in-depth classroom training and agree to perform another 36 hours of volunteer community service.

Here are just a few of the volunteer service opportunities:

- Help clients who visit or phone the Extension office for information.
- Participate in design and operation of horticultural exhibits, displays or demonstrations.
- Organize school activities such as Arbor Day, Earth Day and horticulture tours.
- Help plant a special display in a local park garden or other public area.
- Reestablish a prairie on public lands.
- Help an environmental preservation group with its annual cleanup of public or private lands.

For more information: Contact your county UW-Extension office or visit the Master Gardener Web site at www.hort.wisc.edu/mastergardener/

A CLOSER LOOK AT THE FACES OF LEARNING

Get Checking opens the door to the world of banking

By Kim Terry, Housing and Financial Management Educator, UW-Extension Milwaukee County

"A Closer Look at the Faces of Learning" is a series of articles complementing UW-Extension's annual report, Faces of Learning, www.uwex.edu/AR01.

Imagine trying to pay your bills without a checking account, always struggling to have cash or a money order in hand. The Get Checking™ program gives individuals without a primary banking relationship the skills they need to successfully manage checking and savings accounts.

Collaboration is key

Get Checking, which originated in Milwaukee County by a coalition of local banks, credit unions, social service agencies and utilities, is coordinated by University of Wisconsin-Extension Milwaukee County. Participants receive six hours of instruction and skill-development training dealing with the how-tos of checking and saving accounts. Upon completion, participants receive a certificate allowing them to open a checking and/or savings account at a participating financial

institution. Financial institutions agree to waive their standard requirements and open accounts for graduates, even if they have had difficulties managing an account in the past.

UW-Extension, UW-Milwaukee Outreach, Consumer Credit Counseling Service of Milwaukee, the Social Development Commission and 18 sponsoring financials have implemented the program since August 1998. In 2002 the program expanded to Waukesha County in cooperation with UW-Extension Waukesha County. Collaboration is the key. Working with other agencies enriches and strengthens the program, and the financial institutions provide the motivation and incentives for participants.

Get Checking accomplishments in Milwaukee County

As of December 2001, 1,012 individuals had participated in Get Checking classes and 90 percent (914) had received certificates.

In 2001, 97 percent of those attending completed the program. Over

90 percent of respondents to an evaluation indicated they increased their confidence in choosing and maintaining their account.

In 2000, 86 percent completed the program. In a survey of 133 Get Checking graduates from 2000, 83 percent (110) had opened an account since taking the class. All respondents who opened an account indicated they were very satisfied with that account and maintained it for at least one year.

Expanding statewide and nationally

In 2000, with support from eFunds Corp., UW-Extension developed a standardized curriculum package for use by educators across the country. The program is being implemented in 28 communities across the country, including five in Wisconsin.

For more information:

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Get Checking partners

Milwaukee/Waukesha counties

Financial institutions:

Alliance Credit Union
Anchor Bank
Appletree Credit Union
Educators Credit Union
Firststar Bank N.A.
Great Midwest Bank S.S.B.
Guaranty Bank S.S.B.
Guardian Credit Union
Landmark Credit Union
Legacy Bank
Mutual Savings Bank
North Shore Bank
St. Francis Bank
State Financial Bank
Sunset Bank
TCF Bank F.S.B.
UW Credit Union
Wells Fargo Bank

Class facilitators:

UW-Extension Milwaukee County and Waukesha County
Consumer Credit Counseling Services of Milwaukee
Social Development Commission
UW-Milwaukee Outreach Division

Corporate sponsors:

Wisconsin Energy Corporation
Wisconsin Credit Union League

National corporate partner:

eFunds Corp.

Behind the scenes with “The Producers”

By Bill Estes, Station Manager, 90.7 WHAD-FM

The numbers are impressive: Six producers with more than 70 years of experience create 47 ½ hours of original Wisconsin Public Radio (WPR) programming every week. That’s 2,470 programs and guests each year.

Cynthia Adams, Rob Ferrett, Sheryl Gasser, Carmen Jackson, Ben Merens and Jim Packard are the producers responsible for finding the guests for weekday programs on the Ideas Network.

According to Joy Cardin, WPR director of talk programming, producers don’t just book guests. “Our producers collaborate with the hosts,” Cardin explains. “They look for the most interesting and important issues, search for the very best guests and pre-interview them to make sure they are articulate, engaging and knowledgeable.”

Producers also research topics to provide the host with background material. They do the behind-the-scenes work necessary to make sure that the program is promoted and recorded properly and that listeners have access to follow-up

information from the listener services staff or from the Web site archives.

WPR’s weekday producers recently talked about some of their job duties and experiences.

Jim Packard

Producer for Larry Meiller’s program and Michael Feldman “Whad’Ya Know?” announcer

What do you do on a typical day?

“I work a six-day week, so on weekdays I arrive at 8:30 a.m. I prepare material for Larry Meiller to use during that day’s show, and I start planning tomorrow’s show. When Larry arrives, we have a few minutes to look at the schedule and talk over ideas about future programs and guests. I like to be booked ahead somewhat, so I will pursue future show ideas until it’s time to leave.”

Ben Merens

Executive producer for Kathleen Dunn’s program and Ideas Network’s main back-up host and election-night anchor

Tell us about a good show you produced.

“The string of shows I produced and hosted the week of Sept. 11. It wasn’t the guests, per se, that stand out so much to me, but the



Wisconsin Public Radio producers

Bringing listeners the best in public radio are: (seated, l-r) Cynthia Adams, Ben Merens, Jim Packard; (standing, l-r) Rob Ferrett, Sheryl Gasser, Carmen Jackson.

feeling that we were right on top of a historic event and were providing a valuable service to listeners in a tragic time.”

Sheryl Gasser

Producer for Tom Clark’s program

What part of your job do you enjoy the most?

“Responding to breaking news. Although all of our work is deadline oriented, reacting to something that has just happened, something that everyone wants to know about, is exciting. It’s the time we’re most journalistic.”

Rob Ferrett

Producer for Tom Clark’s program

Where do you come up with ideas for topics and guests?

“I scour a variety of sources – the *Wisconsin State Journal* and *Milwaukee Journal Sentinel* for state stories, *USA Today* and the *New York Times* for national and international topics. The op-ed pages are especially important. I check out what the WPR reporters are working on. Then I hit the Web for news round-ups and Internet versions of political magazines. And, of course, our listeners help out with suggestions as well.”

Carmen Jackson

Producer for Jean Feraca’s program

What’s a typical day for you?

“I start at 8:15 a.m. I check my phone messages and get ready for

Jean’s program. At 9:00 I go to the studio, talk to the guest for a little bit, then answer phone calls from listeners who want to participate in the discussions. After the program I meet with Jean for an hour or so to discuss how the program went, what we have for the next day. At the same time we discuss ideas for future programs. Once we know who we want to invite, I start the calls. Before leaving the office I call to confirm the guests for the next day. Once I get home I look for more ideas from magazines, television and books.”

Cynthia Adams

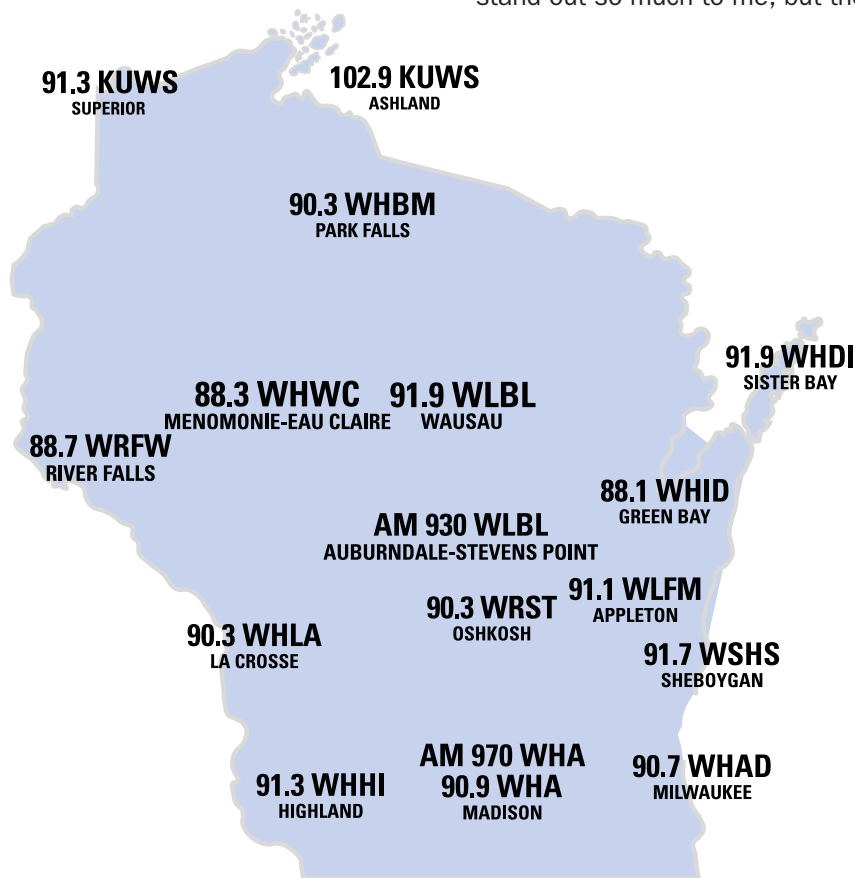
Producer for Jean Feraca’s program and announcer

Where do you get ideas for guests?

“Many ideas come from Jean’s vision as the host. Veteran producer Carmen Jackson has forged relationships with every major publicist in the business and is constantly bringing in top-of-the-line guests to the program. We use the Internet, newspapers and magazines. We try to keep our hands on the pulse of the community and discern what listeners want and need.”

For more information: www.wpr.org

A longer version of this story appeared in *Resonance*, the newsletter for Wisconsin Public Radio listeners in southeast Wisconsin.



THE IDEAS NETWORK

Extension News and Ideas is a publication of the University of Wisconsin-Extension. It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 counties. An EEO/Affirmative Action employer, UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact Margaret E. (Peg) Davis.

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