

## Extension professionals learn about prospects for education using Web TV

by Chris DuPré

With digital television on the horizon, UW-Extension professionals heard how they can get a head start on providing the informational content that will be such a big component of the new technology.

Faculty and staff participating in the 1999 Cooperative Extension Faculty-Staff Conference in Madison got a taste of the data-delivery opportunities available through Web TV Plus, a technology that Wisconsin Public Television is using to serve citizens now and as a way to prepare for the digital TV future.

"We're entering a new era," said UWEX Vice Chancellor **Kevin Reilly** as he introduced a presentation on "Using Web TV in Our Public Work." Added Reilly, "Combining computers and broadcasting can extend the value and reach of Extension. This is a unique opportunity to expand the method and delivery of information to the public."

**Byron Knight**, director of Wisconsin Public Television, demonstrated how Web TV Plus can offer viewers crossover computer links to enhance what's on the TV screen. By replying to an onscreen prompt, Web TV Plus users (and those with properly equipped Windows 98 computers) can go directly to Web sites that expand on topics discussed on television programs.

### Cooperative Extension to conduct WEB TV pilot projects

To help develop this new medium, Cooperative Extension is providing support for four pilot groups of faculty and staff to work with Wisconsin Public Television (WPT) while they explore WebTV's educational potential.



Byron Knight, director of Wisconsin Public Television, demonstrates WEB TV to Cooperative Extension's annual faculty/staff conference.

According to Cooperative Extension Dean/Director **Carl O'Connor**, UW-Extension is in "a ground breaking position with our ability to provide the technical assistance for this Web TV project."

"We're very excited to help bring UW education to the people of Wisconsin through this enhanced medium" says O'Connor. "For the first time in history, viewers will be able to interact with televised WPT broadcasts by connecting TV and PC technology. Our faculty and staff really will be adding value to this technical innovation."

O'Connor explains that Cooperative Extension will use its technical expertise to create new and innovative ways to effectively link web sites and web-based information through standard television broadcasts.

Web TV — a box and keyboard that connect to a television set — was designed as a way for people to surf the Internet and use e-mail without a computer. With the second generation Web TV Plus, more information delivery from broadcasters is possible, and WPT is on the forefront of linking programming with Web site information.

"Nobody else in the country is doing this, connecting live programming like *WeekEnd* to the Web," Knight told the meeting. "We're pioneers, and we need you to help us develop the educational component so vital to success."

Conversion to digital TV has been mandated by the federal government, and public broadcasters need to be compliant by 2003. Digital TV will allow many new developments such as multicasting, the transmission of up to four "regular" TV programs at one time, and datacasting, the delivery of extra computer information embedded in the broadcast signal.

Knight emphasized that Web TV Plus is a precursor to the full datacasting of digital TV. Web TV Plus is a way for broadcasters to develop the skills needed to provide viewers with the content they will demand, and WPT and UW-Extension are positioned to serve the public in ways commercial broadcasters cannot.

"One guiding principal to keep in mind is the idea of convergence," Knight said. "This technology

allows the convergence of what's on TV with information on the Internet. It's 'enhanced TV.' It will allow us to connect our viewers with a wealth of UW resources at a mouse click."

"A big thing WPT and UW-Extension have in common is that we're authors of information," Knight said. "County agents and specialists are creating information to serve the people of Wisconsin, and today we have the opportunity to put that information together with our TV productions in a new and very real way."

What do Extension faculty think about the potential for Web TV in education?

**Teryl Roper**, fruit crop specialist at UW-Madison, said linking Extension Web content to WPT programs "is a way we can reach a lot larger audience than we can just with brochures or people who come in to our offices. It brings Extension and public broadcasting back together, and this will really keep us relevant."

**Tom Kalb**, Kenosha County horticulture agent, was enthusiastic over the prospect. "We've got this great chance to get our information right into the living rooms of the public. That's where this partnership with public TV is awesome."

**Roberta Riportella-Muller**, an extension health policy specialist with UW-Madison, had some concerns with how the technology will be used, but added: "Education in some ways needs to be fun, and this is a way to do that."

**Daniel Mahr**, an insect control specialist at UW-Madison, said, "A strength is we can reach a huge audience with our Extension information," adding that connecting with commercial growers, for instance, would not necessarily be easier. "It's going to be only as exciting as the amount of effort we put into it."

**Phil Pellitteri**, insect diagnostician with UW-Madison, emphasized the best time to reach people is at the "teachable moment," as when an ant in the kitchen prompts a person to seek out ant-abatement information on the spot. "That's why I'm so excited by this," he said. "People will be able to get our information right when they're most ready to use it. To be on the forefront of the development of this technology is a tremendous opportunity."



Tom Kalb, Kenosha County (right) makes a point with fellow panelist Teryl Roper at the Cooperative Extension faculty/staff conference

## Rewarding cross-divisional innovation

One of the greatest advantages of the structure of the University of Wisconsin-Extension is our ability to coalesce the talents and expertise of scores of academic disciplines from across the entire UW System to meet the educational needs of Wisconsin people. UW-Extension is a catalyst for involving the 26 UW institutions, the 72 Wisconsin counties and scores of public and private agencies and groups in its educational reach.

Now, as UW-Extension pursues new educational responses to the challenges of the future, we invite all Extension faculty and staff to find more effective ways to collaborate across divisions, institutions and disciplines. To encourage such efforts, we have instituted the Cross Divisional Program Innovation Fund to support innovative, collaborative programming among the various UW-Extension divisions, units and partners. Vice Chancellor Kevin Reilly administers the fund and seeks advice widely on projects selected for funding.



*Albert J. Beaver*  
Albert J. Beaver  
Interim Chancellor

While it's a limited pot of some \$200,000, and the competition has been robust, this fund has already generated many positive results and collaborative models that demonstrate the value and impact of extension education. Recent examples include the First Book program, the Wisconsin Gardeners Project, the American Indian Tribal Language Liaison, and the Milwaukee area Grandparenting Resource Center.

Projects supported by the fund represent only a small portion of all the innovative, cross divisional work in Extension. Whether you receive support from the Fund or initiate your own work across divisions, we hope all of you will discover just how rewarding and beneficial collaborative programming can be.

For more information, check — [www.uwex.edu/provost.html](http://www.uwex.edu/provost.html)



Shelley Ryan, the Wisconsin Gardener

One of the currently funded Cross Divisional Program Innovation projects is the Wisconsin Gardeners Project. This collaboration produced four new "Wisconsin Gardener" programs on Wisconsin Public Television, developed the Wisconsin Gardener web site, and produced two training videotapes ("Fruit Growing" and "Woody Ornamentals") for use by UW-Extension faculty and staff. Principle collaborators were Wisconsin Public Television and the Cooperative Extension Agriculture and Natural Resources program area.

"The 30-Second Candidate," Wisconsin Public Television's national election documentary on political advertising, last year (**Kathy Bissen** and **Dave Iverson**, producers), won first place in the Large Market Documentary category from the Northwest Broadcast News Association.

**Julie Furst-Bowe**, assistant vice chancellor and UW-Stout representative to the Continuing Education Extension Committee, was recently chosen as a Cyril O. Houle International Scholar in Adult and Continuing Education. She is one of only nine people in the world to receive a \$40,000 research grant from the Kellogg Foundation. She will study the needs of nontraditional women students completing degrees through distance education programs.

The Central Educational Network has presented two local program awards to **Wisconsin Public Television**. "Concert on the Square," produced last summer, won the Cultural Performance category. "Stand the Storm," produced at Green Bay, took an honorable mention in the Cultural Documentary category.

The **UW Learning Innovations** web site was listed as one of the best resources for on-line education in the May issue of *Working Woman*.

The Manitowoc County Extension program has received a \$17,000 grant from the West Foundation to help fund its First Book program for the next three years. **Kathryn Smith**, Extension Family Living Educator, coordinates the program with the Manitowoc County Home and Community Education organization.

**Laura Grossenbacher**, Engineering Professional Development (MSN/EXT), was named a 1991 teaching excellence award winner by Polygon Engineering Council, the engineering college council of student organizations. Undergraduates vote to determine the awards.

**Wisconsin Public Radio** has won a Golden Gavel award from the State Bar Association of Wisconsin for **John Powell's** State Capitol report on jury duty, featuring the state Attorney General.

**Lowell Klessig**, Natural Resources (STP/EXT), received a \$275,000 grant from the Wisconsin Department of Natural Resources for lake management education and organization assistance.

## Parking fees are a new pre-tax deduction

The Taxpayer Relief Act of 1997 made some Internal Revenue Code changes which now allow employers to treat parking fees (within specific limits) as a pre-tax deduction. This change saves employees both federal income tax and social security tax. From the employer's standpoint, this also saves matching social security tax. The pre-tax deduction maximums

are \$175 a month for parking and \$65 a month for vanpooling and mass transit.

The payroll deduction program for parking is similar to the pre-tax payments that employees can direct into the university's 403(b) tax sheltered annuity program. The designated amount is subtracted from an employee's gross

pay before federal and social security taxes are calculated. State taxes still apply.

Implementation of this tax benefit is being coordinated by UW System Administration. The target date for implementation is the beginning of the FY 1999-2000 parking year (September 1).

## Holiday and address change reminders

With summer – and the start of a new fiscal year on July 1 – fast approaching, here are some reminders about changes of address, personal holidays, carryover vacation, and the Fourth of July holiday.

If you have a change of home address, office address, telephone number or e-mail address, please contact the Extension Personnel and Staff Benefits Office for a Person File information form as soon as possible. Look for this form on the UW-Extension Web site soon!

Since July 4th falls on a Sunday this year, the following Monday (July 5) will be considered a holiday. Most University offices will be closed.

Annual-basis Unclassified Staff must use their 1998-99 personal holiday hours before June 30, 1999 or lose those hours. Personal holiday hours show up as floating holidays on the monthly Unclassified Leave Statements.

Both Classified and Unclassified Staff must use their carryover vacation hours from 1998 before June 30, 1999, or those hours will be forfeited. However, Unclassified Staff with 10 or more years of state service may "bank" up to 40 hours of carryover vacation time in their Annual Leave Reserve Account (ALRA) each fiscal year. The previous 176-hour cap on the Unclassified Staff ALRA has been lifted, and Unclassified Staff may now bank up to five days annually for the indefinite future. The election

to bank this leave will be made at the end of the fiscal year. The Leave Statement distributed with the August paychecks will notify eligible employees about how many vacation hours they may bank in the ALRA. Vacation accumulated in the ALRA may be used at any time, subject to departmental rules regarding the scheduling of vacation.

Classified employees also have an opportunity to bank "sabbatical hours," but not until the end of the calendar year.

More detailed information on holidays and employee vacation benefits can be found in the Employee Benefits Booklet — <http://www.bussvc.wisc.edu/ecbs/uw1378.html>

# Inventor gets SBDC help on diabetic aid

by Joel Bradtke

Toni Olsen is not your garden-variety inventor. She's a nurse and surgical technician, and she home-schools two of her children in the Douglas County village of Lake Nebagamon.

Against this picturesque backdrop of forests and pristine lakes, Olsen has invented a sophisticated tool that she hopes will help many of the 16 million diabetics in the U. S., and millions more worldwide.

For the past year, Olsen has been working on the Diabetic Care Overview (DCO). It looks and works like a watch, but operates around the clock as a personal diet monitor. It also has audio and visual reminders for blood glucose tests and/or insulin injections.

"My goal is to help people with diabetes manage their lives more effectively and increase their success in diabetes control," said Olsen. Her interest is more than casual. Over the years, she has observed diabetes in her father and her brother. Her son was diagnosed with diabetes at age 8.

Olsen has a patent pending on her invention. She financed her project to this point with loans on her life insurance and a retirement fund. But she does not have the money to design the circuitry that would put it into production. She is looking for a company to do manufacturing and distribution.

"DCO stands for Diabetic Care Overview but it's really the initials of my 11-year old, Dustin Charles Olsen, who is the reason this product came into being."

Why invent a digital diabetic aid? Necessity. Olsen points to the results of a Roper Starch world-wide survey commissioned by drug maker Eli Lilly and Co. In a poll of 602 diabetics, 65% agreed with the statement, "Following my doctor's recommendations for diabetes care is not easy," and 41% agreed that they "do not feel successful at managing" their diabetes.

The programmable DCO is designed to help a diabetic count the grams of carbohydrates he or she may be allowed in a meal or snack. It can be programmed for the entire day's needs. It is designed to warn the wearer if limits are exceeded, by giving visual or audio signals. Olsen says the DCO should be programmed on the advice of a patient's medical physician and dietitian.

How does one go about inventing such a device? Said Olsen, "It's a several-month process of waking up in the middle of the night and saying, 'No, it should work this way, not that!'"

Olsen also got help from Loren Erickson, counselor at the Small Business Development Center (SBDC) at UW-Superior. The SBDC is a partnership program of the Small Business Administration, the UW-Extension and the UW campuses. "Loren reviewed my product proposal for accuracy. He said it looked very good, but that I had shot low on keeping the price down and on the market size. It's still enormous, even with my conservative estimates."

Another university resource was the Wisconsin Innovation Service Center (WISC) at UW-Whitewater. The WISC staff does new product feasibility assessments. They provided Olsen with a report that said DCO is "a unique, useful and feasible product." Olsen said the WISC evaluation also reported there was nothing comparable on the market and that development of the product was worth pursuing.

"I needed WISC to verify and validate the work I had done, and they did just that," said Olsen.

She also had her idea reviewed by several professionals. One of them is the University of Wisconsin Medical School's David Mellinger, M.D., who wrote, "As a pediatrician who has been involved in the care of diabetic children since 1990, I am excited about your new product and the impact it might have on helping children manage their diabetes more effectively."

Carol Brunzell is a registered dietitian with the University of Minnesota Diabetes Education and Self Management program. She said, "The watch will prove very useful to both pediatric and adult patients who need to integrate diabetes self care into their daily routine in a non-intrusive fashion."

Olsen is pursuing her invention, looking for a partner company that will take it to the next level. She continues her one-woman crusade on behalf of her son and millions of others who may benefit.



Toni Olsen displays a drawing of her invention, the Diabetic Care Overview. It has 24-hour programmable functions that help monitor a diabetic's carbohydrate intake, and provide reminders for blood glucose checks and insulin injections.

## Diabetes in Wisconsin – Annual Statistics

Number diagnosed annually: 303,266

Number of leg amputations: 1,281

Number with severe kidney disease: 314

People who will go blind: 916

Hospitalizations due to diabetes: 67,997

Spending to treat diabetes & lost productivity: \$1.84 million

Deaths due to diabetes: 4,094

(Source: American Diabetes Association of Wisconsin, American Diabetes Association.)

# First Intergenerational Unity Day brings 120 participants to the Capitol.

by Lisa Reib

For the first time, more than 100 child and family advocates gathered for an informational breakfast in Madison to learn how to make democracy work for Wisconsin families with young children, people with special needs, and the elderly.

Participants met for a breakfast briefing on the "Current Status of Child Care, Caregiver Supplement, Kinship and Lifespan Respite Care Issues," an event made possible with the help of Extension Outreach Specialist Patricia Mapp.

Mapp, who holds extension positions in both the Center for Consumer Affairs at UW-Milwaukee and the School of Human Ecology at UW-Madison, did much of the coordinating of the Intergenerational Unity Day at the Capitol.

Before the briefing, a press conference was held at the Capitol where three legislators described pro-

posed bills of particular interest to the child and family advocates.

First, Senator Fred Risser spoke of his proposed Compassionate Child Care bill, which would help meet the needs of working families by providing improved child care at a lower cost to low-income parents.

Senator Judy Robson told reporters and interested parties of her Caretaker Supplement bill. This bill, if passed, would compensate those who found their disability benefits reduced by the onset of W2. The bill would compensate for disability funds reduced by the welfare reform aftermath.

A third bill of intergenerational interest is the Lifespan Respite Care bill authored by Representative Bonnie Ladwig. She explained that her bill, if passed, would provide additional funding to afford primary caregivers a temporary relief from the emo-

tional and physical demands of raising a child with special needs.

Armed with information and energized by the mid-morning breakfast, the 120 attendees then made their way to the Capitol to visit with Representatives and Senators.

"People came interested in learning more about issues, with time afforded to express their opinions to their legislators on their own," Mapp said. "For many this was their first visit to the Capitol."

"A high percentage of people reported seeing their own representatives or senator," Mapp said. "We made contacts with about 40 legislators regarding the child care issue alone."

Mapp reports that those who attended called for another similar day at the capitol to be organized within the next six months.



Pat Mapp

"Even the 11 women from Milwaukee who spent 40 minutes trapped in a Capitol elevator said they had a great visit and want to come back," Mapp said. "Two fire trucks had to be called in to rescue the trapped women."

# Family Living educators simulate poverty



Edith Felts-Grabarski

Imagine suddenly losing your job after years of steady employment. Or, think what you would do if your spouse suddenly walked out on

you. Picture trying to pay your monthly bills on income from a part-time, minimum wage job.

These are the types of scenes that members of the Encouraging Self-sufficiency Theme Group, a committee that includes many UW-Extension Family Living professionals, put themselves through during a poverty simulation experience.

The simulation is a learning tool created by the Reform Organization of Welfare Education Association (ROWEL), a Missouri organization of people who have low incomes and their allies.

During a one-hour exercise, participants assume the roles of 26 different families facing poverty. Some have just lost jobs or are deserted by a spouse who was the family breadwinner. Others have

disabilities or are senior citizens. The "families" must try to provide for basic necessities such as food, shelter and utilities during four 15-minute "weeks."

The experience also includes a debriefing and time for volunteer staffers, some of whom have actually experienced poverty, to share their feelings.

These volunteer staffers take the roles of police officer, utility collector, landlord/rent collector, employment officer, food pantry worker, grocer, pawnbroker, welfare office caseworkers, and an "illegal activities" person. Volunteers also take roles as welfare rights organizers and legal assistance workers.

"In a short span of time, the experience created the stress level

that people in poverty feel all the time," says Edie Felts-Grabarski, UW-Extension family living agent for Adams County, who participated in the simulation.

Felts-Grabarski says the exercise would be a valuable tool for others in UW-Extension to experience, because many Family Living professionals work with low-income clients. She also hopes Extension decides to take a lead in providing this type of training to community leaders and volunteers.

"After this experience, I've been thinking how this type of training would play in a more conservative community. I think it would be a very beneficial experience that could be quite effective with many different audiences," she says.

—Beth Swedeen

## WPT debuts documentary on Wright's Monona Terrace

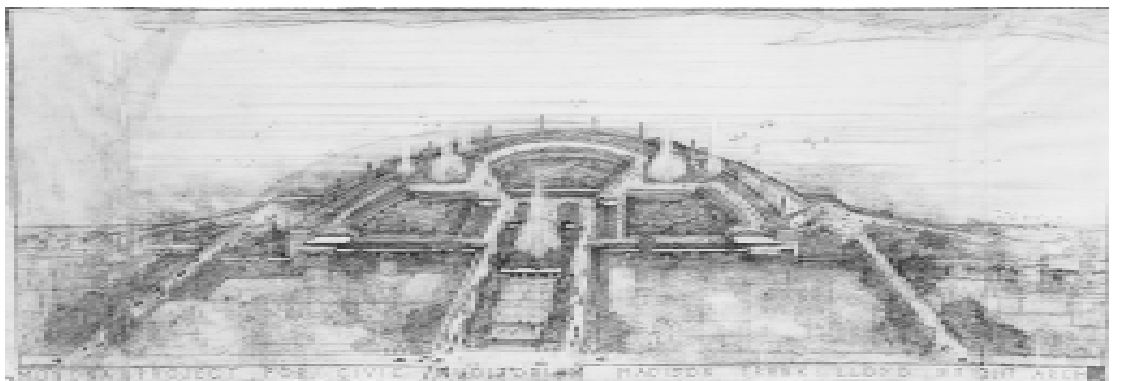
Upon viewing the Monona Terrace Convention Center for the first time, visitors to Madison may see it as a natural, almost inevitable link between the Capitol and the lakeshore.

But the battle over Frank Lloyd Wright's design pitted architectural vision against civic intrigue for decades, and the project that was completed in 1997 was in doubt until the first pile was driven.

"Wright Again: Frank Lloyd Wright's Monona Terrace," a new Wisconsin Public Television production debuting at 8 p.m. Tuesday, June

29, chronicles the famed architect's original plans for a multipurpose civic center on Lake Monona; the project's repeated deaths, revisions and resurrections; and the eventual building process that created a signature structure.

The one-hour special visits with the historians who charted the Monona Terrace saga, the architects who revised and refined Wright's vision, some of the civic leaders who took part in the decades-long debate, and the contractors who made the building a reality. Woven throughout are views of the center in progress, from ground breaking through grand opening.



Copyright Frank Lloyd Wright Foundation. 1938 aerial view of Wright's original vision

"Wright Again: Frank Lloyd Wright's Monona Terrace" is debuting at the same time as *Frank Lloyd Wright's Monona Terrace: The Enduring Power of a Civic Vision*, a new book from the University of Wisconsin Press. Its authors, David Mollenhoff and Mary Jane Hamilton, are featured commentators in the program.

WPT will premiere "Wright Again" at the Monona Terrace Convention Center in Madison on Sunday, June 27, two days before the television broadcast.

—Chris DuPre



JoAnn Stormer

## Stormer to Lead WRLP

JoAnn Stormer will be the new Executive Director for the Wisconsin Rural Leadership Program, a public-private partnership supported by UW-Extension, effective June 1. This is a new position, replacing the rotating leadership of faculty members who served as directors for each two-year WRLP class, and the administrative work of Associate Director Mary Maier,

who retires this month after 24 years of WRLP service. Stormer is currently executive director of Wisconsin Family Ties, Inc., a not-for-profit, children's mental health education and advocacy organization. Stormer brings 19 years of

experience working in Wisconsin educational and non-profit organizations, including program development, marketing, working with boards, administering staff and budgets, and fundraising.

—Mary Maier

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

Comments should be sent to:  
*extension News & Ideas*  
531 Extension Building  
432 North Lake Street  
Madison, WI 53706-1498  
or: [mulcahy@admin.uwex.edu](mailto:mulcahy@admin.uwex.edu)

Editor: Sheila Mulcahy  
Design: Vicki Pierce

Contributors: Joel Bradtke, Chris DuPre, Brad Krause, Mary Maier, Lisa Reib, Beth Swedeen,  
Photos: Joel Bradtke, Jim Gill, Lisa Reib

*extension News & Ideas* on-line:  
<http://www.uwex.edu/ni/ni.html>



University of Wisconsin-Extension  
Office of the Chancellor  
432 North Lake Street  
Madison, WI 53706-1498

Nonprofit Org.  
U.S. Postage  
PAID  
Madison, WI  
Permit No. 658