Job providers not equally beneficial to development

Job providers are not equally beneficial to development programs, according to findings of an SRDC grant-supported study authorized by two University of Kentucky professors, Dr. Eldon D. Smith, rural development economist, and Dr. Alan DeYoung, educational psychologist.

Larger-scale employers with more sophisticated technology and associated demand for well-school workers tend to provide both a direct and indirect support base for improvements in public schools. According to employers, a good school system makes it easier to recruit strategic classes of workers from other, usually urban, areas. Extensively educated managerial, administrative, professional and technical personnel want good schools for their children. Modernized employers also need good schools to provide a local supply of high quality personnel.

The Appalachian Kentucky county studied has a consolidated county district, but also a very good municipal school system which has been an asset in recruiting modernized employers. Its larger employers who had high proportions of post-high school educated employees provided several types of support to encourage better schools. Those with fewer such educated employees did not.

The modernized employers provide employment opportunities for better-educated local people, reducing the need for them to move away to get good jobs. This and the set of non-local people which modernized employers bring with them increase the base of political and social support for school improvements. Statistical estimates show that college graduates average about 1.5 more school support activities (out of a maximum of 7) than those with only 8 grades. Seventy-five percent of county district teachers surveyed in the Kentucky case study stated continued on page 3

Curriculum, dates set for Community Dev. Institute

The Community Development Institute will be held August 2-7 at the University of Central Arkansas in Conway, Arkansas.

The curriculum includes development principles, community analysis, needs assessment, leadership, demographics, working with volunteers, program planning and evaluation, marketing, community surveys and special segments of development such as financing, environmental considerations and recreation.

The faculty is corporate, academic and governmental development professionals from across the U.S. Instruction emphasizes hands-on case study and practical exercises.

Instruction cost is $350. For further information contact Bill Miller or Lois Love Moody at (501) 450-3139.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
The W. K. Kellogg Foundation is putting up $42 million to find out whether seven states and their medical schools can reform their health care delivery systems. The foundation hopes that the reforms will bring affordable, high-quality medical care to small rural towns, urban ghettos and neighborhoods underserved by the present health care system.

West Virginia, Georgia, Hawaii, Massachusetts, Michigan, Tennessee and Texas were each selected for a $6 million grant.

The long-range goal of Kellogg's program is to help communities work more closely with health professionals in defining their neighborhood health needs and to bring to communities primary care emphasizing disease prevention.

Kellogg hopes to reach that goal by motivating state medical schools to develop curriculums for their student doctors, nurses and social workers to study together in interdisciplinary teams within local communities. The education—professors, research, hands-on experience—will be based in community health centers, rather than in hospitals.

The emphasis on health promotion should lower overall health care costs, and interdisciplinary team-work should lead to more cost-effective use of health professionals, says Henry Foley of the University of Hawaii's medical school.

The creativity of a medical school's approach was one of the criteria for a state's selection by Kellogg. So was enthusiasm on the part of the legislature. Although the states were not required to match their enthusiasm with money, the foundation was looking for states willing to join in now, or promise to support the programs once they've proved themselves.


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Aging underground storage tanks (USTs) frequently develop leaks and threaten to contaminate groundwater. Federal and state governments have imposed costly testing, cleanup and replacement regulations on localities. Most options for small towns and rural areas for repairing, upgrading or replacing tanks are prohibitively expensive. However, localities that do not ensure the safety of their tanks risk massive expenditures for the cleanup of fuel leaks and spills as well as the inability to purchase adequate liability insurance to cover such accidents.

Getting Out From Under: Underground Storage Tank Alternatives for Small Towns is training package for small governments that own and operate USTs. Developed by the National Center for Small Communities, National Association of Towns and Townships (NATaT), the package provides an 80-page guidebook, a 20-minute videotape and a meeting planner's guide.

The guide is intended to assist in putting together a training session on the contents of the other materials. The video illustrates four different ways that small towns have actually addressed the challenges posed by unsafe tanks, as well as applicable state and federal laws and regulations. Each case study is also presented in narrative form in the guidebook.

The training package was developed under a grant from the W. K. Kellogg Foundation to help local officials understand their responsibilities under federal and state UST regulations. Employing a risk management approach, the materials help develop cost-benefit estimates for upgrading or replacing current equipment, explore alternative fuel supply sources and reduce the liability associated with leaks and spills.

The complete package may be purchased for $80. The guidebook is $11. A guidebook and guide is free with a $45 rental of the video. For further information or to order, contact Hamilton Brown; National Association of Towns and Townships; 1522 K Street NW, Suite 730; Washington, D.C. 20005; (202) 737-5200.


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On film...

The Modern Timber Bridge video introduces the modern timber bridge as an alternative for bridge construction. It is illustrated from a county engineer's perspective and highlights a demonstration modern timber bridge constructed in Tallahatchie County, Mississippi. The video also discusses modern timber bridge designs, new forest products and timber preservative treatments. Copies are $10 and are available from Tim Allison; Information Services; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-2308.

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The Southern Rural Development Center is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides support staff to the extension services and experiment stations of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

H. Does Brodnax Director Jacqueline Tisdale Writer/Editor Sandy Payne Editorial Assist.
"Families" change; increase in those headed by women

Rural household and family changes often lag behind those in urban areas. However, continued economic distress in rural areas may have accelerated family change so that some rural stress indicators have reached or even surpassed urban levels. The stereotype that small towns and rural areas are conducive to traditional family life where almost all children are raised in husband and wife families is becoming less accurate. This is especially the case for rural blacks, where a sharp rise in young single-parent families made them as common in rural as urban areas in 1990.

Families have declined as a share of all rural households, both older and younger. For households where the head is over 55, the relative decline in family households has been accompanied by an increase in the share of people living alone, to 38 percent. Rural and urban older people are equally likely to live alone. Although substantially higher for older people, the share of families among younger rural households decreased 5 percentage points between 1979 and 1990 to 81 percent. The reduced share of rural younger family households was due to higher shares of both people living alone and with unrelated persons.

Among younger families especially, the share of married-couple families is shrinking. In rural areas in 1990, 80 percent of younger families were headed by married couples, down from 84 percent in 1979. The decline reflects the trends of delayed first marriage, increased divorce and separation, and mothers raising children alone. These trends show no signs of decreasing.

Families headed by women account for an increasing share of all young families. By 1990, the share of younger rural families headed by women had increased to 16 percent, fast approaching the size of the urban share at 19 percent. The phenomenon has become so pronounced among young black families that in 1990 the share of families headed by women was almost the same as the share of married-couple families in both urban and rural areas.

The traditional family consisting of a married couple with children is more common in rural areas, but declined faster in rural than in urban areas during the decade. Among younger rural families with children the percentage headed by a married couple dropped 6 percentage points between 1979 and 1990 to 78 percent. The share of young children under 6 who live in families headed by women has increased nationally in the last decade. For rural children the increase has been greater, nearly closing the rural-urban gap. Seventeen percent of young rural children lived in families headed by women in 1990, up 6 percentage points since 1979. For young rural black children, the jump in percentage living in families headed by women has been startling, up 23 percentage points since 1979 to 58 percent in 1990. The urban increase was not as high, but substantial nonetheless, up 16 percentage points to 52 percent. The steeper rural increase in young black children living in families headed by women creates a new rural-urban difference where non existed before.

An increasing share of rural people are now living outside the economic security of married-couple families. The poverty rates for those living alone (17.5%) and families headed by women (32.2%) are far greater than that for families headed by a married couple (5.6%). The decreased role of traditional families cuts across age groups and represents a serious burden on public services.


See related chart on following page.

Ag and environment subject of yearbook

Agriculture and the Environment is both the theme and the title of USDA's 1991 Yearbook of Agriculture. The book focuses on environmental concerns facing agriculture and examines what USDA is doing to address those concerns.

That the yearbook was printed with soy-based ink on recycled paper according to USDA Secretary Edward Madigan "illustrates how much technology can help attain environmental as well as agricultural production goals."

The book is divided into six sections: Land, Water, Air, Technology, Food Safety and What You Can Do. The sections cover such subjects as conservation tillage, sustainable agriculture, groundwater quality, environmental legislation, interagency cooperation, recycling, tests for drinking water, computer programs for application of fertilizers and pesticides and local volunteer efforts across the nation to maintain and enhance environmental quality.

Copies of the 1991 yearbook may be ordered for $12 from the Superintendent of Documents; Government Printing Office; Washington, D.C. 20402. Each member of Congress has a limited supply available for distribution without charge to constituents.

Nonmetro children in families headed by women

Nation’s rural population drops, less than 25%

For the first time in the nation’s history, fewer than one in four Americans live in rural areas, according to 1990 Census Bureau figures. Another one in four live in central cities, with the remaining 50 percent of the nation’s population residing in suburban communities. The Census Bureau defines a rural area as one in which less than 2500 persons reside.

The rural proportion of the population is highest in Vermont at 32.2 percent and lowest in California with only 3.6 percent. Overall, the percent rural is highest in the South at 31.4 percent followed by the Midwest at 28.3 percent; the Northeast at 21.1 percent and the West with 13.7 percent rural.

Rural residents did increase in number from 89.5 million in 1980 to 61.7 million in 1990, but that rise amounts to only 3.6 percent. In comparison, the nation’s urban dwellers increased from 167.1 million to 187.1 million or a jump of 12 percent.

With the 1990 Census numbers, the U.S. follows an emerging international trend. Other nations with less than 25 percent rural population fall into four categories: those built around a single city like Hong Kong and Singapore; small nations such as Belgium, The Netherlands and Israel; mountainous countries like Iceland and New Zealand, and two other industrialized countries, Japan and Germany.

<table>
<thead>
<tr>
<th>Percent Urban and Rural Population in Southern Region, 1990 and 1980</th>
<th>Urban %</th>
<th>Rural %</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States: 1990</td>
<td>73.2</td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>60.4</td>
<td></td>
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<tr>
<td>Arkansas</td>
<td>55.8</td>
<td></td>
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<tr>
<td>Florida</td>
<td>84.6</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>62.3</td>
<td></td>
</tr>
<tr>
<td>Kentucky</td>
<td>61.5</td>
<td></td>
</tr>
<tr>
<td>Louisiana</td>
<td>69.8</td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>47.1</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>50.7</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>54.8</td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>69.7</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>62.8</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>69.3</td>
<td></td>
</tr>
</tbody>
</table>


Texas Journal seeks material on array of subjects

The Texas Journal of Political Studies seeks articles, essays, short stories, advocacy pieces, and traditional scholarly treatments on a broad array of subjects including rural and small town politics, environmental policy, geographical and sociological issues and changes. Material to be published in the TJP is not limited to Texas subjects, although it is committed to publishing at least one manuscript on Texas in each issue. Treatments of rural and small town politics and rural community life is a present interest.

On schedule

Alternative Farming Systems and Rural Communities: Exploring the Connections, March 2-3, Cherry Chase, Maryland. The conference program topics include agriculture, environment and community; contributions of alternative farming systems; roles of economics; roles and influences of public policy and others. For more information contact Neil Schaller or Garth Youngberg; 9200 Edmonton Road, Suite 117; Greenbelt, MD 20770-1551; (301) 447-8777.

Sustainable Agriculture—Enhancing the Environmental Quality of the Tennessee Valley Region Through Alternative Farming Practices, March 4, Knoxville, Tennessee. This symposium and satellite teleconference will address the economic and political status as well as practical application of sustainable agricultural practices in the Tennessee Valley. $45 registration fee before February 17; $55 afterwards. Additional information is available from Larry Johnson, University of Tennessee, (615) 974-7271.

Hospitability and Recreational Service Management, March 9-10, Auburn, Alabama. In the continuing series of leisure management workshops delivered by Auburn University, this workshop addresses customer service problems, opportunities for parks and recreation facilities, hotels and restaurants. Registration is $45 until February 25, $50 thereafter. Contact Howard Clints; 100 Comer Hall; Department of Agricultural Economics and Rural Sociology; Auburn, AL 36849-5408; (205) 844-5811.

8th World Congress for Rural Sociology, August 11-16, University Park, Pennsylvania. The theme of this year’s conference is Rural Society in Changing Order. The Congress will be followed immediately by the 55th Annual Meeting of the Rural Sociological Society, August 16-19. The RSS theme will be Rurality and the Global Environment. For specific details contact Local Arrangements

In print

Strengthening Families: A Guide for State Policymaking argues that because problems such as long-term unemployment, health care, teenage pregnancy, child abuse, inadequate housing and drug addiction are interrelated, solutions ought to be targeted at families rather than individuals. The Council of Governors’ policy advisors wants public officials to re-examine their responses to economic and social ills. The cost is $16.95 from National Governors’ Association; CGPA Publications Desk; 444 N. Capital Street, Suite 250; Washington, D.C. 20001-1572; (202) 624-5385.

There Are No Subways in Lickingville: Metropolitan Models Don’t Work for Rural People by Arnold Hillman discusses the illus in rural America, specifically in rural education and contrasts needs and solutions in rural and urban schools. The book lists national and state goals as well as resources and alternatives for turning things around in rural education. The cost is $25. Order from RiverView Intermediate Unit, R.D. 2 Greencrest Drive; Shippenville, PA 16254; (814) 226-7103.

Work and Poverty In Metro and Nonmetro Areas by Elizabeth S. Morrissey focuses on the role of job opportunities and worker characteristics in explaining metro/nonmetro differences in working poverty. It examines the question: Why are nonmetro workers more likely than metro workers to be poor? The cost is $8. Order Rural Development Research Report No. 18 from ERS-NASS; P.O.Box 1608; Rockville, MD 20849-1608; (800) 999-6779.
Names in the news

Division of Agriculture, Oklahoma State University has been changed to Division of Agricultural Sciences and Natural Resources.

Eunice A. Bonsi was named interim associate administrator, 1890 Extension programs, Tuskegee University. She succeeds P. W. Brown who became extension affirmative action officer, Auburn University.

The Director-at-Large title for the administrator position of the Southern Regional Association of State Agricultural Experiment Station Directors has been changed to Executive Director. Neville Clarke, Texas A&M, currently holds that position.

Gerald L. "Jerry" Zachariah, vice president for agriculture, University of Florida, died suddenly December 20, 1991, after suffering a heart attack.

Social Security says check benefits, earnings

The Social Security Administration recommends you review an estimate of your earnings and benefits every three years. To receive your estimate, fill out Form SSA-7004, Request for Earnings and Benefit Estimate Statement. The form is available from the Consumer Information Center; Department 55; Pueblo, CO 81009; (800) 234-5772 or from your local Social Security office.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762

The report provides an estimate of projected benefits and a year-by-year history of past annual earnings. Periodic review helps ensure your records are accurate and up-to-date. It takes four to five weeks to receive the report after the request is received.
Wastewater facility financing effectiveness examined

The Center For Community Change has completed a report, Through the Revolving Door, that examines the effectiveness of state and federal financing programs in addressing the wastewater facility needs of rural low-income communities. The report provides basic data on rural wastewater facility needs in order to facilitate an evaluation of the match between needs and program priorities.

Listed below are some of the principal findings and recommendations of the report:

FINDINGS

Rural Wastewater Facility Needs

--Reliance on inadequate individual (on-site) septic systems is prevalent in rural and rural poor communities.

--More than 16 percent of the facilities in rural poor counties are not providing secondary treatment. One out of every six facilities in rural poor counties is discharging either raw sewage or sewage that has been treated insufficiently. Inadequate treatment is most prevalent in poor rural counties in the South.

--24 percent of currently operating wastewater treatment facilities located in rural counties are violating their effluent discharge permits. Facilities in poor rural counties have the worst compliance record, with 30 percent discharging effluent into surface waters at higher levels of contamination than their permits allow.

continued on page 2

Water quality/waste management workshop planned

The Southern Region Extension Water Quality Group and the Southern Region Extension Waste Management Task Force have joined together to sponsor a workshop for interdisciplinary teams of extension faculty.

The combined meeting is scheduled for May 12-14, at the Sheraton Atlanta Airport Hotel. Registration fee is $75 and will cover breaks, two breakfasts, two luncheons and workshop materials.

The workshop will emphasize delivery of effective county programs in the areas of water quality and waste management; will provide participants with resource materials; and will provide several opportunities to interact and learn about innovative programs.

An information fair will allow each state to display resource materials and programs. Hands-on experience will be possible with various computer models and decision making aids.

Research round-tables will be used to discuss research trends and needs in water quality and waste management.

Registration is through Southern Rural Development Center. For additional information, contact the Center at (601) 325-3207.
Wastewater...continued from page 2

-32 states report that wastewater facility compliance problems are prevalent among facilities serving residents who can least afford to finance required improvements; typically small, often rural, low-income customer bases.

-Rural poor facility noncompliance is most often caused by poor operation and maintenance. Revenues do no cover these costs.

State Revolving Funds (SRF)

-States are targeting SRF loans to larger municipalities with greater financial and organizational capability because they have met preliminary requirements and are ready to proceed to project construction.

-Facilities with small customer bases serving low-income households are unlikely to be able to afford SRF loans and will require grants to address their wastewater facility needs.

-34 states are taking actions to target a share of SRF funds to small, rural and low-income facilities. However, such actions are likely to benefit only those facilities that can otherwise qualify for SRF funds and can afford to meet debt repayment requirements. Unless rural poor communities can meet preliminary requirements, they will not have access to SRF loans even if funding terms are affordable and funds are earmarked for rural low-income communities as a group.

-States are developing operation and management assistance programs to help rural poor facilities improve budget management, establish sufficient user-rate schedules, and develop maintenance plans to meet compliance requirements.

RECOMMENDATIONS

EPA Needs Survey Data

-If SRFs are to be loans on the basis of financial capability, a broader spectrum of needs factors should be included in EPA Needs Survey data. The SRF state allocation formula, based on the EPA Needs Survey, reflects the significant cost of urban projects. However, the vast majority of documented facility needs are located in rural communities. The SRF allocation formula should reflect that concentration of needs.

Rural Poor Facility Needs

-Water Quality Act priorities should address the need for basic infrastructure in rural poor communities.

-Rural poor communities should receive at least the same level of capital investment that larger municipalities received during the construction grants program.

-Regulators should investigate the reasons for the high incidence of facility noncompliance among facilities serving rural poor communities.

State Revolving Funds

-Loan Accessibility: State and federal SRF staff should develop more flexible criteria for preliminary studies so that, based on facility needs, rural applicants may work with state technical assistance staff to develop adequate preliminary studies.

Best for International companies" located in South

Seven of the ten "U.S.A.'s Best Cities for International Companies" are located in the South. World Trade Magazine ranked cities according to whose "political, business and civic leaders recognize a single truth: that the "global economy may be, for better or for worse, the only game in town" noted Will Swaim, editor of the magazine.

The ten cities are: Little Rock, AR; Louisville, KY; Memphis, TN; Norfolk, VA; Orlando, FL; Portland, OR; Raleigh, NC; Sacramento, CA; Salt Lake City, UT; and San Antonio, TX.

The cities were selected by a panel who judged the cities on their performance in five areas:

Access to International Markets. International Orientation. The ethnic characteristics of the city, its tolerance for diversity and its world-class attractions.


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H. Doss Brodnax ........ Director
Jacqueline Tisdale .... Writer/Editor
Sandy Payne .......... Editorial Assist.

Wastewater...continued from page 2

-Loan Affordability: SRFs should be separated into two funds, one that revolves and is self-sustaining and another that functions simply as a lending institution. The self-sustaining revolving fund should offer loans to creditworthy applicants that do not require interest-rate subsidies. The lending institution should offer loans based on applicants' ability-to-pay. Debt service requirements for loan repayment should target reasonable user charge levels that combine debt repayment and operation, maintenance and reserve costs.

Unsewered Rural Poor Facility Needs: Where soil and topography allow, unsewered rural communities should have access to grants to replace inadequate septic systems and to create management districts to ensure that such facilities are properly operated and maintained.

General Business Vitality. Health of the local economy, the number of companies already exporting or importing, sources of capital, and international business support services. Three other major areas of concern were quality of life, cost of doing business and quality of the local labor force.

Brains. Intellectual infrastructure that companies require to compete globally. Looked at local schools and R&D facilities.

What was their key to success? Everybody who pondered the forces behind urban globalization agrees: A "hand in heart" approach—lots of hard work and idealism—is the key to achieving world class status. Those that choose to ignore international trade risk putting their community's future economic health at risk argue Swaim.


-Rural Poor Facility Noncompliance: Financial audits should be conducted on all rural sewer systems. Rural communities should receive assistance to evaluate financial capability, establish budgets, and develop capital improvement plans. Facilities should be required to maintain reserve funds that can be used for capital expenses. In cases where facilities would be required to change unaffordable user rates to cover operating expenses, facility consolidation options should be explored.

Who pays for personal health care?

Who pays for personal health care? According to the latest figures released by the Robert Wood Johnson Foundation, 36 percent of the expenditures in 1988 were paid by private insurance or other private charitable funds; 40 percent by federal, state and local government programs; and about 24 percent ($113.2 billion) was paid by consumers out-of-pocket.

The proportion of health expenditures paid out-of-pocket has decreased steadily in the last three decades. In 1960, 56 percent of personal health expenditures were out-of-pocket.

The consumers’ share of health expenses has declined not only because of the growth of employer-sponsored insurance, but also because of the advent of Medicare and Medicaid. The nation’s largest single payer of hospital and physician services is Medicare (a federal program under which virtually all Americans 65 and over and the disabled are eligible to receive benefits); the largest third-party payer of long-term care is Medicaid (which provides coverage for some poor Americans according to complex eligibility requirements and benefit rules set by both state and federal governments).

Current trends are to shift some of the costs of both public and private health care insurance back to the individual, in the form of higher co-payments and deductibles and larger shares of monthly premiums. In 1980 these costs plus direct patient payments for services not covered by insurance were $248 per capita, and in 1988 they were $445, a 10.5 percent increase over the previous year.

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**Personal Health Expenditures by Source of Payment, 1960, 1980, 1988**

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</thead>
<tbody>
<tr>
<td>Out-of-pocket payments by consumers</td>
<td>23</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Federal funds</td>
<td>56%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Private health insurance and other private funds</td>
<td>33%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>State &amp; local funds</td>
<td>6%</td>
<td>1%</td>
<td>1%</td>
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</tbody>
</table>


NOTE: Data in this chart are inflation-adjusted to 1988 dollars.

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**Commission to examine local government problems**

When individuals come in contact with state and local government, it often generates cynicism, frustration and even alienation. The newly formed National Commission on State and Local Public Service is trying to change that attitude by making governments work better and by helping citizens understand more about how they work. Headed by William F. Winter, former governor of Mississippi, the Commission is designed to pick-up where the Volcker Commission’s study of the federal bureaucracy left off in studying the management of state and local government.

The Commission’s activities will be centered at the State University of New York at Albany, where Richard Nathan directs the Rockefeller Institute of Government. But over the next year, the group, which includes many prominent politicians and scholars, will hold hearings across the country.

Frank J. Thompson, executive director of the Commission, says it will try to come up with very specific recommendations and models for change. When examining the rigidity and bloat of the civil service system, for instance, the Commission will probably come up with specific steps that state and local governments can take to make their bureaucracies more responsive to change.

The Commission wants to concentrate hard on problems such as attracting good leaders to the public sector; the fragmentation of government; and the lack of connection felt between citizens and government.

After the Commission figures out what needs to be done, it plans major efforts to make the public aware of its findings. For example, there will be documentaries and video cassettes designed for television. Nathan says the Commission wants to convince the public that change is possible, and let the public create some of the pressure for that change.


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**It’s an idea ...**

Leafy green vegetables have been popping up all over the city since Little Rock, Arkansas, initiated its Tear-Down-Turnip program last spring. Instead of grass, the city plants turnips, kale, and spinach on lots after houses are torn down. It’s easy to do since the soil is already tilled by demolition machinery. Once the seeds have been scattered, they need no further cultivation. Unsightly, weed-filled vacant lots have become useful and provide a nutritious crop available free for the picking to city residents. For additional information, contact Jim Hathcock; Department of Neighborhoods and Planning; 723 West Markham Street; Little Rock, AR 72201; (501) 371-4847.
Environmental regs overview in guide for small towns

The U.S. Environmental Protection Agency Region VIII (CO, MT, ND, SD, UT, WY) Small Community Work Group has created a guide for very small communities who are unable to muster the same resources as their larger metropolitan counterparts. Those communities with populations of less than 1,000 may be at a disadvantage when it comes to determining which environmental programs apply to them.

The 82-page handbook, Everything You Wanted to Know about Environmental Regulations...But Were Afraid to Ask, is intended to provide officials of small communities with an overview of the environmental issues that typically face their constituencies.

Assoc. of leadership educ. meeting in Florida

The Association of Leadership Educators Meeting will be September 11-12, at the Clarion Plaza Hotel, Orlando, Florida, in conjunction with the National Association for Community Leadership Conference, September 12-14.

Dr. Allen G. Blezek; president/chief operating officer, Nebraska Leadership Council, Inc., will be the keynote speaker. Robert Oxnam, president (retired), Aid and Refractories, will be the closing speaker.

Twenty-four papers focusing on applied leadership research, formal courses and field programs will be presented during three, two-hour concurrent sessions. Exhibits, posters and material sharing are scheduled during registration and breaks.

Ten special interest groups roundtables, each with a discussion leader/reporter, will encourage networking, information exchange and agenda setting.

Member registration will be $75 until August 15, $85 thereafter; non-member registration is $100 including annual membership dues. For additional information contact Daryl K. Heasley; vice president ALE; NERCID; The Pennsylvania State University; 104 Weaver Building; University Park; PA 16802; 814-863-4856.

Wastewater programs explained in the handbook include National Pollution Discharge Elimination System (NPDES) permits, secondary treatment of municipal wastewater, sewage sludge use and disposal, drinking water, weiheld protection, air and hazardous waste.

This resource is not limited for Region VIII use, it may be useful for local officials in all areas. Copies may be obtained by contacting the National Small Flows Clearinghouse at 1-800-524-8301, and ordering item number P000353. The handbook is $6 plus shipping and handling charges.


Public policy workshops offer water quality training

A Public Policy Education Workshop on Water Quality Issues is being offered at two locations this Spring. The first workshop is scheduled for May 21-22, in Denver; and a second is set for Washington, DC, June 4-5. The workshops are funded by ES-USDAA.

Extension specialists who are developing water quality programs will receive training in strengthening Extension’s ability to help citizens and local and state officials make more informed public policy decisions about water quality.

Participants will be provided educational materials developed by the Groundwater Policy Education Project funded by the W.K. Kellogg Foundation. The workshop will introduce the materials, familiarize Extension staff with the issues and concepts, and suggest educational approaches for dealing with water issues.

For additional information about the workshops, contact Charles Abdalla or Jacqueline Sobel; Weaver Building; Penn State University; University Park; PA 16802; 841-865-2561; or Bill Dickinson; Environmental Liaison; Water Quality Team, ES-USDAA; 202-720-5261.

PenPages makes diverse information easily available

News editors, teachers, managers and others can have current research based information right at their fingertips. All it takes is a computer, communications software and a modem connected to a telephone line accessing PenPages. PenPages is a computer-based library of consumer and agriculture-related information provided by The Pennsylvania State University’s College of Agriculture.

"PenPages contains more than 7,000 documents ranging from child care, nutrition and money management to farm and home safety and pest control," says Deborah Shaffer, PenPages coordinator. "You can find practical information on topics ranging from conserving water and preserving food to storing winter clothes."

PenPages is available 24 hours a day, 7 days a week.

All of the information is entered by faculty in Penn State’s College of Agriculture. Other university contributors include Penn State’s College of Health and Human Development and Nutrition Center and the Cook College of Rutgers University. Information in the National Senior Series Database is provided by the University of Missouri’s Center on Rural Elderly and other universities.

The database includes documents on caregiving, nutrition, health, financial management, housing, retirement and other pertinent subjects.

Persons living outside Pennsylvania can obtain a User Guide by writing to Computer Sciences, 405 Agricultural Administration Building, University Park, PA 16802 or by calling 814-863-3449.

For more information on PenPages, contact Thomas Minnemeyer or Deborah Shaffer at the above number.


Public sector opportunities stressed in LA publication

Officials in Lafayette, Louisiana, hope that local youth really will pursue careers in municipal government. The city council has published a booklet to increase awareness of the diverse opportunities available in the public sector. The pamphlet lists the titles of city jobs-from engineers and international trade managers to recycling specialists and tree trimmers-and is distributed as an educational resource for local teachers and students.

Contact: James Walker; Administrative Services Division; Department of Administration; P.O. Box 4017-C; Lafayette, LA 70502; (318) 261-8226.


Plan to share your expertise on leadership education programs or research. The Association of Leadership Educators has issued its 1992 National Seminar Call to presenters. Proposals will be accepted for one of three types of presentations:

1) paper presentation,
2) poster presentation, or
3) curriculum/resource display.

Submit your proposal to present a paper on results of research or leadership education programs including high school, college, extension and community programs; or present a position paper on leadership education issues and trends likely to emerge between now and the year 2000 and beyond.

Send three copies of an abstract to:

John Tait
Iowa State University
3033 East Hall
Ames, IA 50010

Proposals must be postmarked by May 1. For additional information and format particulars, call (515) 294-5483.
In Print

Assessment of Wastewater Treatment Facilities in Small Communities by Barry Ryan, examines the condition of wastewater treatment facilities in communities of 10,000 or less. The cost is $8. Order Staff Report AGES 9140 from ERS-NASS; P.O. Box 1608; Rockville, MD 20849-1608; (800) 999-6779.

Challenges in Health Care: A Chartbook Perspective 1991 contains statistics on health issues ranging from infant deaths to nursing homes. Single copies are free from Robert Wood Johnson Foundation; P.O. Box 2316; Princeton, NJ 08543-2316; (609) 243-5929.

Education and Rural Economic Development: Strategies for the 1990s is a study examining the education crisis, the relationship between the education shortfall and rural economic stagnation, the importance of local workforce education levels for local area growth, and the options for upgrading the skills of the rural workforce. The central conclusion is that education's potential as a local area rural development strategy is probably quite limited, but that the need to raise education and training levels for rural youth, wherever they will work, is critical. The cost is $14. Order ERS Staff Report No. AGES 9153 from ERS-NASS; P.O.Box 1608; Rockville, MD 20849-1608; (800) 999-6779.

International Agriculture Guide profiles 72 countries and covers the commodities they produce, farm and food policies, imports and exports and trade policies and prospects. It contains a 40-page atlas of world agriculture, presenting full-color maps and charts showing production areas, harvest periods and the leading producing and trading nations for major commodities. Available for $15 from Information Division; Federal Agricultural Service-USDA; Room 4638 South Building; Washington, D.C. 20250-1000.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762
BLS projects employment structure

What will employment look like in 2005? The Bureau of Labor Statistics (BLS) recently released its projections of employment from 1990 to 2005 in the November 1991 issue of Monthly Labor Review. BLS projections do not specifically address rural employment trends but using the current structure of rural/urban employment and the BLS projections suggests that employment will continue to decline in industries that are concentrated in rural areas.

Employment in agriculture, mining and manufacturing is projected to decline during 1990-2005. The employment change ranges from -9.4 (low growth) to -2.9 percent (high growth) for agriculture, -15.9 to -3.0 percent for mining and -12.5 to -0.4 percent for manufacturing. By comparison, the number of agriculture and mining jobs declined during 1975-90, each by about 5 percent, but the number of manufacturing jobs rose slightly. Rural areas had a larger share of workers in these industries than urban areas in 1989.

Among the projected high-growth industries, rural areas had about the same proportion employed in retail trade as urban areas in 1989, but lower proportions in finance and services. The services industry is expected to grow the most, with projected national employment growth of 31.3 to 49.0 percent. Services also grew the most from 1975-90, 102.4 percent.

Although looking at the industry mix alone is useful, looking at both the industry mix and the occupational mix yields a more complete picture of how rural economies may be affected by national employment trends.

Despite declines in some industries, employment in all the major occupational groups is expected to increase. BLS projects that three of the four fastest growing occupations continue on page 4.

Highway accessibility still tops site factors

Every year Area Development magazine surveys its readers asking them to rate various site selection and quality-of-life factors as very important, important, of minor consideration or of no importance. The site selection survey is done for the benefit of readers who are planning new and expanded facilities for their companies. The ratings are combined percentages of the very important and important selections of the survey.

In 1991, highway accessibility edged out labor costs, 95.5 percent to 95.3 percent. Both last year and this year, highway accessibility was voted to be more important than labor costs, and the third rated factor this year was energy availability and costs at 89 percent.

Although the 1990 and 1991 statistics are similar, there are some changes in the availability of labor figures that reveal a continued on page 3.
Women should enter ag marketing

Farm wives and women who own farms are helping one another to learn how to use commodity-marketing tools. An estimated 67 percent of America’s farm wives look after record-keeping chores. But only about 20 percent are involved in marketing, except in Kansas, where a number of commodity-marketing clubs for women only have been organized.

Kansas State University ag economist, Bill Tierney, says “women play an important role in managing farm finances, but for some reason, we usually don’t see many women at ag-marketing programs.” This realization prompted Tierney to team up with the state’s extension home economists to help women learn marketing skills through clubs for women only.

Farm women in 19 states have gained the courage to get into the commodity market from Rosemary Hartter, a farm wife from Eureka, Illinois. She learned about ag marketing through self-study and trial-and-error experience. In 1984, she pulled her own family farm out of deep financial trouble and published a book, A Beginners Guide to Commodity Marketing. Since the publication Hartter has become a popular speaker at seminars and other marketing meetings for women. She has a special concern for farm women, stating, “It’s sad but true that 80 percent of us will outlive our husbands. By learning marketing skills, farm wives can help ease some of the stress load now.”

Hartter stresses the fact that she simply tries to give women courage to get involved, “Marketing can be real scary, but women can do it and do it well.” Many of Hartter’s 60 plus public appearances have been at seminars presented by the Chicago Board of Trade (CBOT). In addition, the CBOT offers free educational materials on marketing strategies and techniques. Hartter emphasized the importance of getting started, and concludes, “the longer you wait, the harder it will be to pick up on it.”

For additional information, contact Chicago Board of Trade; Suite 2230, 141 West Jackson Blvd.; Chicago, IL 60604; (312) 435-3558.


Salute your volunteers
National Volunteer Week
April 26 - May 2

Changing roles of parents affect family structure

Traditional roles and responsibilities of mothers and fathers have changed in many two-parent families today. Mothers contribute a larger share of earned income, and fathers assume a larger share of day-to-day parenting responsibilities. In single parent families, one parent, usually the mother, has to shoulder both economic and parenting responsibilities, and children often lack material support and personal involvement from the other parent.

Most American parents are still cared for by their parents. When mothers go to work, fathers are often the principal caregiver. In a very small proportion of families, fathers remain at home full time and take over the role of homemaker. In others, parent juggle their work schedules so that one or the other is always available to care for children.

For a rapidly growing number of American children, however, care by adults outside their immediate family is becoming an increasingly common aspect of everyday life. Nearly 20 million children, about 70 percent of those with employed mothers, are cared for by an adult other than a parent, grandparent, or sibling.

Regardless of family structure or income, the traditional routines of family life are increasingly being challenged by the demands of work, children’s extra-curricular activities and the lure of interests and opportunities outside the family.

To maintain strong, close relationships and to feel a sense of satisfaction with their families, parents and children need time together. Yet many parents and children, including those in two-parent families, find themselves spending less time together than either needs or would like.

As the number of families with only one parent grows, and as pressures mount on parents to work long hours to make ends meet, it is becoming even more difficult for parents and children to spend time together.


Highway accessibility continued from page 1

changing attitude toward labor, particularly unskilled labor. Last year, availability of unskilled labor received a 73.6 percent compared to 61.2 percent this year. Analysis by editor Tom Bergeron suggests this may be due to the slow recovery from the recession. With so many unemployed workers, there is not a great concern about finding unskilled labor. In previous years, a company may have been more concerned with the availability of labor but the general expansion or a move to a new area. Yet in 1981, this is less of a concern due to the abundance of unskilled labor.

Of those readers surveyed, 25 percent said they expected to open new facilities within one year, 17 percent said they would open a new facility within the next two years, while 36 percent said they had no plans to expand. Twelve percent of survey respondents said they expected to relocate within one year. In addition, both in 1990 and 1991, low crime rate was ranked highest among the quality-of-life factors, 83 percent and 85 percent respectively, followed by health facilities at 78 percent for both years.

Survey commentary discussed that survey respondents are planning fewer relocations and expansions than last year, due to the impact of the recession. Seven of the top 10 criteria classified as important or very important indicate direct or indirect concern over costs. Cost cutting is clearly preoccupying corporate America.

Employment structure continued from page 1

When we look at specific occupations, rural areas are well represented in the largest growth occupations. About 9 percent of both rural and urban employment is in the five occupations expected to add the most jobs. But rural areas have twice the proportion of employment in occupations expected to sustain the largest decreases. The five occupations expected to lose the most jobs make up 7.6 percent of rural versus 3.5 percent of urban employment.

Over the last 15 years, employment in rural areas decreased as a share of total U.S. employment. Although a large share of rural employment is now in occupations expected to grow the most over the next 15 years, employment in industries and occupational groups with projected declines or slow growth are concentrated in rural areas. This suggests that rural employment will continue to be a shrinking share of the national labor force.


Social, cultural, economic changes affect families

Complex social, cultural and economic changes over the last 30 years have transformed the American family. The experiences of family life are different today than they were a generation ago. Families are smaller. More children live with only one parent, usually their mothers, and many lack the consistent involvement and support of their fathers.

Children are now the poorest group in America. If they live only with their mother and she is not employed, they are almost certain to be poor. Moreover, many of the routines of family life have changed; regardless of family income, parents and children spend less time together.

Perhaps the most dramatic social change of the past 20 years has been the steady march of mothers into the paid labor force. Between 1970 and 1980, the proportion of mothers with children under age six who were working or looking for work outside their homes rose from 32 to 58 percent. Today, approximately 10.9 million children under age six, including 1.7 million babies under one year and 9.2 million toddlers and preschoolers, have mothers in the paid labor force.

Mothers of school age children are even more likely to be in the labor force. In 1990 over 74 percent of a segment of women whose youngest child was between the ages of six and 13 were working or looking for paid work. Approximately 17.4 million children, more than 65 percent of all children in the latter age group, had working mothers in 1990. Among employed mothers nearly 70 percent whose youngest child is under six and more than 74 percent whose youngest child is school age work full time.

Historically, unmarried mothers have been more likely to work than married mothers. Yet the sharpest increase in labor force participation among mothers over the past 20 years has been among married mothers, especially those with very young children.

More than 68 percent of married mothers are now working or looking for work outside their homes. In past generations, most of these women would have quit their jobs and stayed at home when they married or had children, but today they are remaining at work. Women who wait to have their first baby until after age 25 and women with four or more years of college are more likely to continue working than are younger mothers and those who fail to complete high school.

The reasons individual mothers decide to go to work or stay in the labor force vary from one family to another. Increases in the number of available jobs, especially in the service sector; successful legal efforts to expand women's access to the work place; the continued influences of the women's movement; and the mechanization of many household tasks have all contributed to this trend.

The declining income and employment opportunities of young men, especially those who lack skills, and the difficulty of maintaining a secure standard of living on one income have also added momentum.

Over the past generation, the opportunity costs of staying at home, primarily in the form of foregone earnings, have increased for mothers. Some scholars suggest the movement of mothers into the paid workforce is likely to become even stronger in the future as projected labor shortages make women increasingly essential to the shrinking labor pool. To date, social adjustments—in the workplace, in communities, and even in families—have been rather slow to take root. Over the coming years, society's ability to adapt to the changing needs of working fathers, working mothers, and their children will be increasingly essential to the health and vitality of families and to the well-being of their children.

In Print

1991 Combined Report: Selected Research & Extension Projects sums up the four regional rural development centers’ activities, accomplishments and projects during the past year. Single copies are available from SRDC; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-3207.

Cooperative Extension Services’ Role in Business Incubator Educational Programs is the report of a network formed to examine the role extension does and should play in delivering educational programs in support of rural business incubators. The results of a survey of all land-grant institutions makes up the bulk of the report. Single copies are available from North Central Regional Center for Rural Development; 216 East Hall; Ames, IA 50011-1070; (515) 294-8321.

Foreign-Owned Manufacturing in the Nonmetropolitan South: What Can Communities Expect? by David L. Barkley and Kevin T. McNamara reports on a SRDC supported study. Findings indicate foreign-owned firms do not differ much from domestic branch plants in terms of locational determinants or economic impact. Industrial development programs in place to assist domestic firms are sufficient to aid FDI. No new government programs appear warranted, yet more attention to labor quality is advisable. Copies are $3. Order No. 156 from SRDC; P.O.Box 5446; Mississippi State, MS 39762; (601) 325-3207.

Joint Southern Region Program Committee Meeting is the proceedings of the second annual Southern regional conference of program leaders held to strengthen the regional committee structure and to stimulate increased inter-disciplinary programming in the region. Copies are $4. Order No. 155 from SRDC; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-3207.

Women’s roles in ag subject of NAL biblio.

A new bibliography on women’s roles in world agriculture is available from the Alternative Farming Systems Information Center (AFSIC) of the National Agricultural Library. Jane Potter Gates compiled nearly 500 selected articles, books, videotapes and reports published from 1979-1991 related to the role of women in world agriculture. Women in Agriculture is available by sending a self addressed label with a request to National Agricultural Library; Public Services Division, Room 111; Beltsville, MD 20705-2351.

Names in the News

James M. Davidson, dean of research, University of Florida Institute of Food and Agricultural Sciences, has been named interim vice president for agricultural affairs and natural resources. Neal P. Thompson, IFAS associate dean for research, has been appointed acting dean of research.

David B. Henson, has been named president of Alabama A&M University. Dr. Henson was associate vice president for academic affairs, University of Colorado System, before going to Alabama A&M in 1989.

Charles Lee, associate deputy chancellor for agriculture, Texas A&M University, has been named interim deputy chancellor for agriculture, dean of the College of Agriculture and Life Sciences and director of the Texas Agricultural Experiment Station.

L.A. Swiger, associate dean of the College of Agriculture and associate director of the Agricultural Experiment Station, Virginia Tech, has been named acting director of the Virginia Agricultural Experiment Station.

Johnny C. Wyma, head of the Department of Crop Science, North Carolina State University, has been named interim associate dean and director of the Agricultural Research Service.

On schedule

Water Quality and Waste Management: Roles and Opportunities for Extension Initiatives Programming, May 12-14, Atlanta, Georgia. This workshop will emphasize delivery of effective county and state programs in these two areas with opportunities to interact and learn about innovative programs. Registration is $75. Complete registration information is available from Southern Rural Development Center; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-3206.

8th World Congress for Rural Sociology, August 11-16, University Park, Pennsylvania. The theme of this year’s conference is Rural Society in the Changing World Order. The Congress will be followed immediately by the 55th Annual Meeting of the Rural Sociological Society, August 16-19. The RSS theme will be Rurality and the Global Environment. For specific details contact Local Arrangements Office; World Congress/RSS Annual Meeting; 306 Agricultural Administration Building; University Park, PA 16802; (814) 865-3746.

1992 National Public Policy Education Conference, September 20-23, Burlington, Vermont. This year’s topics will include Challenges and Approaches to Public Policy Education in the 1990s; Expectations for Extension in the 1990s; Natural Resources, Agricultural and Environmental Interface; Rural American Social Service Infrastructure as Seen through Health Care and Education; and Challenges of Evolving International Trade Policy for Domestic Agriculture Producers and Rural Communities.

LOVE YOUR MOTHER!!
Qualities listed for successful community dev.

The most effective form of change is leadership at the local level. This is the message from the Quinstate Economic Development Conference as reported in Resource Development, a publication of the agricultural economics and resource development staff of the Agricultural Extension Service, The University of Tennessee Institute of Agriculture. Leadership qualities essential for successful community development as identified by conference speakers are:

- Leaders need to have a depth of understanding and a capacity for problem solving.
- Leaders need to be creative; willing to take risks, work hard and create innovative approaches.
- Leaders need to keep abreast of up-to-date, accurate information.
- Leaders need to be aware of global issues impacting their communities.
- Leaders need to realize that a community must be treated as a whole rather than a collection of separate parts.
- Leaders need a clearly defined, narrowly focused agenda.
- Leaders need to network and share ideas and resources with others in their region.

These expectations may sound unrealistic. However, the words of Margaret Mead were repeated often in one form or another throughout the conference, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

The 1991 Quinstate Economic Development Conference was a joint effort of the Arkansas, Illinois, Kentucky, Missouri and Tennessee Agricultural Extension Services; the Southern Rural Development Center and the North Central Regional Center for Rural Development in cooperation with community development organizations in the five states.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762
Forest Service supports research in rural communities

The Forest Service historically has been concerned with the vitality of rural communities. Its involvement has evolved, however, from a role of promoting community stability through timber production, to one of helping communities attain their own goals, particularly through diversification efforts that recognize the value of all forest resources.

As stated in *A Strategic Plan for the '90s: Working Together for Rural America*, the Forest Service’s policy will be to "provide leadership in working with rural people and communities on developing natural, resource-based opportunities and enterprises that contribute to the economic and social vitality of rural communities. The Forest Service can make lasting improvements in rural America by helping people solve their local problems in ways that enhance the quality of the environment in accordance with our existing authorities."

Forest Service Research will provide scientific and technological support for the Forest Service to carry out this policy. The focus of this effort is rural communities, and as such the research will be conducted with community and social vitality in mind and within the context of the value system of rural communities.

The magnitude and complexity of the rural development effort clearly indicates that cooperation and partnerships will be necessary for success. External partners as well as all branches of the Forest Service will have to be involved.

To accomplish the objectives of the Forest Service’s rural development policy, additional information will be needed in five broad areas:

- Understanding the values and way of life of rural communities.
- Broadening economic opportunities and diversity by supporting business development and entrepreneurship.
- Supporting the physical and organizational infrastructure to meet community needs.
- Understanding the dynamics of resource, economic, social and technological change in rural America.
- Understanding the institutional barriers and opportunities that affect rural communities.

Prioritizing research is difficult under any circumstance. Different people simply have different opinions of what is important, and different information is needed in various situations. Rather than establishing priorities on the research areas identified, proposed research will be evaluated and ranked according to the following criteria:

- The focus of the research should be consistent with the Forest Service mission by concentrating on land, natural resources and people.

Continued on page 2
Forest Service research continued from page 1

- Results should be directly applicable to rural economies.
- Results should be transportable: broader-based methodologies that will apply to many situations are more desirable than unique methodologies that will apply to only one situation. A case-study approach is acceptable if done in partnership with other Forest Service efforts and if designed to facilitate comparison and generalization.
- Results should foster resource stewardship.
- At least initially, short-term research is preferred to long-term research. Long-term studies are not precluded, but the urgency of the situation in many communities demands early results.
- Research should involve potential users in design and application.
- Cooperative research involving partnerships is desirable.

For more information about the Forest Service's research program, contact Jerry A. Sesco; Deputy Chief for Research; USDA, Forest Service; 14th and Independence SW; P.O. Box 86090; Washington, DC 20090-6090. This information was excerpted from a publication: Enhancing Rural America: National Research Program and appeared in Rural Development News, a publication of the North Central Regional Center for Rural Development, Vol. 15, No. 5, Nov. 1991.

CAPSULES is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials and private citizen interested in improving the quality of life in the small communities and rural areas of the South.

The Southern Rural Development Center is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Appalachian State University and provides staff support to the extension service and experiment stations of 20 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

The Southern Rural Development Center is an Equal Opportunity Organization providing research, educational information, and other services, only to individuals and institutions that function without regard to race, color, religion, sex, national origin, age, handicap, or Vietnam era veteran status. SRDC is an Equal Opportunity Employer.

H. Dose Brodax ......... Director
Jacqueline Tisdale ....... Writer/Editor
Sandy Payne ............ Editorial Assist.

It's an idea...

Clientele in and around Forsyth, Georgia, can get answers to consumer questions at Fort Valley CES's "Answer Shop." The shop, which opened in November 1991, is a storefront video information center modeled after commercial video rental outlets. It features nearly 250 videos, covering a wide range of information judged to be most needed by clientele. The use of today's technology provides the Fort Valley CES with an up-to-date approach to "marketing" education.

For more details contact John Bentley; Head, Extension Communications; Fort Valley State College; Fort Valley, GA 31030; (912) 825-6345.

Any town can succeed, but not every town can...

Rural areas today are a mixed bag of the occasional success and numerous failures, and with little or no room in between. This is reported in an article, "Reviving Rural Life," appearing in the March/April issue of The Futurist magazine. The authors feel successul rural communities grow at the expense of neighboring areas, and in other words, any town can succeed, but not every town can.

The article says several factors will converge to shape the future of the overall economy and that of rural communities.

Among the variables judged to watch are changes in education reform and investment in new technologies, particularly information technologies and the extent to which they are used in the workplace; government policies that affect business, education, family services and other areas; and costs for building and maintaining infrastructure, including roads, bridges, sewers, telecommunications links, etc.

The authors list four scenarios to illustrate the potential impact of these factors on rural life and work over the next ten years. The major long-range trends now shaping rural life are assumed to continue: the long-term movement of labor out of the land; the tendency of farm labor to engage in part-time nonfarm work; and the influence of urbanization on rural areas.

Scenario One: Business as Usual. This scenario assumes that no major changes in the economy occurs and that there are no substantial policy interventions. In this scenario, local-development groups successfully revitalize some rural communities. These successful communities become little cities, losing much of their rural charm. Many more rural communities with no particular advantages of location, scenic beauty, resources or favorable climate disappear or decline.

Scenario Two: Final Work, Man Do Not. In this scenario, information-technology investment in office work doubles nationwide, and the advances "trickle down" into the rural workplace. The service and information economy moves low-skilled work out of expensive urban offices and into rural communities in the metropolitan fringe and beyond. Rural areas benefit by acquiring companies that appreciate their cheaper labor and lower land costs. However, the medium-skill service and information jobs being offered to rural workers are attractive primarily to women. The development of family-support programs has done much to free women for the rural work force and to keep young families in the community, but the problem of finding enough work for the men remains troublesome and is a weakness in rural economies.

Scenario Three: Information Technology Attracts... In this scenario, telecommuting has become a way of life for an increasing portion of the work force. Telecommuters include all those who work at least part of their workday with telecommunication and computers off site, including at home. The small-community lifestyle and cheaper real estate are driving telecommuters to rural areas, providing they are no more than two hours away by car or train from the closest metropolitan area. The best of these communities have a mix of jobs, providing work for people with a range of education levels.

In other, less-successful and more distant communities, the service jobs created employ mostly women, and men continue to migrate or commute to metropolitan areas for work.

Scenario Four: Rural Communities Revive. In this scenario, information technology moves out of the office and onto the road and into the home as portable, hand-held, mobile, laptop, and miniature computers out-distance the desktop workstation. Networks proliferate. Information technology revives rural America, slowing the flow of people to the cities and returning some of the best-educated and most productive individuals to the countryside in small communities that enjoy the advantages of location, climate, care, and history. Expensive offices on the creation, manufacture and sale of information and knowledge-based goods and services. A problem occurs, however, when the...
Long-term poor found in rural areas of South

Americans living in poverty in rural areas are more likely than their urban counterparts to be long-term poor, says the Population Reference Bureau (PRB), an independent research organization. The figures from the 1990 Census also reveal that more than a quarter of the nation’s chronic poor reside in rural areas, defying the notion that chronic poverty is solely an urban phenomenon. And in some cases, the problems of the poor are more acute in rural areas, the study claims.

PRB defines the underclass, or long-term poor, as adult high school dropouts receiving public assistance, who are either never-married mothers or long-term unemployed males.

According to the PRB, the rural underclass is heavily concentrated in the South, which accounts for almost two-thirds of the nation’s total. The South’s percentage of the nation’s rural underclass is at least three times higher than any other region of the country. In contrast, the urban underclass is spread more evenly across the country.

PRB’s breakdown of age groups indicates that young adults make up a smaller proportion of the rural underclass, a result of the outmigration of this age group to urban centers. However, the rural underclass has proportionately more people of pre-retirement age than the urban underclass.

The study’s racial cross-section shows that over half of the rural underclass is white, compared with only 17 percent for whites residing in central cities. About one-third of the rural underclass is black, while the figure is nearly half for their urban counterparts.

The study reveals that during the 1980s the rates of underclass membership in both rural areas and central cities stayed absolutely flat. In rural areas, the rate of underclass membership was stuck at 2.4 percent of the nation’s population for the decade, while the urban rate remained fixed at 3.4 percent. This suggests that prospects for the chronic poor remained unimproved despite the booming economic growth of the 1980s.

For a copy of the PRB’s study, call (202) 483-1100. The price is $5.


Regional Breakdown of Nation’s Rural Underclass

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Source: Population Reference Bureau, 1992

Any town can succeed . . .

Continued from page 3

information technology makes it less and less necessary for students to be in school buildings for fixed periods, no longer providing a place for children of working parents to go during the day.

The changing nature of the rural economy associated with the increasing importance of information technology will not stop the decline of some communities. Information technology will help rural areas to achieve economic diversity normally associated more with urban areas. In this way, information technology will help stabilize the rural economy. The newly achieved stability will not apply evenly across all communities, however, since some communities continue to have advantages over others.

By implication, the more successful rural areas will grow, becoming larger population centers. The authors conclude that it is perhaps ironic that to survive and prosper, the most successful communities will become little cities.


1992 National Public Policy Education Conference, September 20-23, Burlington, Vermont. This year’s topics include Challenges and Approaches to Public Policy Education in the 1990s; Expectations for Extension in the 1990s; Natural Resources, Agricultural and Environmental Interface; Rural American Social Service Infrastructure as Seen through Health Care and Education; and Challenges of Evolving International Trade Policy for Domestic Agriculture Producers and Rural Communities. For additional information contact, Farm Foundation; 1211 West 22nd Street, Suite 216; Oak Brook, IL 60521-2197.
Tourist areas have 4-stage life cycle

An article, "Tourism Development Issues and Quality of Life," by Dunbar Uy, Virginia Tech; Bonnie Martin, Clemson University; and Larry Gustke, North Carolina State University, appeared in a recent issue of The Forum. In it the authors discuss the concept of tourist areas having a life similar to that of products. The following is from their article.

Tourist areas and destinations follow a relatively consistent process of evolution: from discovery to growth to decline.

In order to understand the influence on the quality of life or to improve upon an acceptable one, the following discussion is provided for each stage of the tourism life cycle:

Exploration Stage: At this stage, policy makers are perceptive enough to realize the need for establishing a policy when tourism is just entering the exploration stage, many problems will be forestalled. This is the time to decide what type of tourism is desired and the level of development which will be acceptable. A survey of the local population would give a guideline in the formulation of laws and regulations, including zoning laws, construction regulations, and environmental protection laws. As a precursor to any tourism development, an environmental impact assessment should be done as well as an in-depth marketing analysis.

Growth Stage. If the area finds itself in the involvement or growth stage before formulating a policy then control of increasing development is important. This is the time to incorporate training programs for those employed in the hospitality industry. Since the general attitude of the local population in this stage is very favorable toward tourism expansion, workers will be receptive to hospitality training. Since local governments will often be called upon to make improvements to the infrastructure at this stage, it can no longer ignore the fact that tourism will cause changes. The need to regulate these changes should be apparent and construction laws do not already exist, this should be rectified to prevent any possible deterioration. Since development is still being done by local residents at this stage, local government should work with local banks to encourage them to make financing as accessible to local developers as possible to maximize economic benefits for the area. This will not prevent leakages out of the area, but may prevent the need for outside investors or developers.

Mature Stage. At this stage, the area is in the mature state of development or consolidation, then formulation of a policy is critical. Policy at this stage should be concerned with keeping the benefits for the community, deriving from tourism. The annual report in the local newspaper might provide a good opportunity to stress the benefits being derived from the tourist industry and discuss the importance of tourism to the area and make residents aware that their attitude and friendliness is one of the area's attractions. The problem of environmental deterioration must be immediately addressed. This could include maintenance of the tourism facilities, beautification projects for both man-made and natural areas, and refurbishing existing structures. Problems with maintenance should be addressed through redistribution of the tourist industry. Although a policy may not address special problems, it must be structured so that laws and taxes will force these problems to be solved.

Decline Stage. If the destination area is in the decline stage, policy formulation will, of necessity, deal with whether or not it is desirable to restore or rejuvenate the area for tourism. The local government or residents may decide that another industry might be more desirable. If restoration is desired, then policy must be designed to encourage this. This might include tax incentives for historical site restoration or deteriorated downtown areas. This policy could also state the type of new businesses that are allowed. If the area is deteriorating and the changes are not positive, the area should be redeveloped.

Continued on page 7

Senior Series update; scenarios available

The nationwide Senior Series program, initiated in late 1989, was designed to help extension adult educators address concerns of senior citizens. The program was developed by the Center on Rural Elderly of the University of Missouri System and jointly funded by the W. K. Kellogg Foundation and the University of Missouri System. Assistance in the implementation of the program were the four Regional Rural Development Centers.

Workshops were held in 1991 to provide training for Extension workers and others in the use of seven program guides. The two workshops held in the Southern region, one at Fort Valley State College in Georgia and one at the state 4-H Conference, trained approximately 150 persons.

The focus of the guides is on creating community-based programs in which senior citizens have meaningful social roles and productive volunteer work assignments. Workshop participants found a number of those programs could be integrated into ongoing Extension activities.

Preliminary reports indicate the programs are well received. Part of the success can be attributed to the fact each program guide allows agents to customize programs to local settings. For example, Judy Edwards, extension home economist in Stone County, Mississippi, was able to involve three agencies (CES, Aoa, AARP), a class of recreation majors from a nearby community college, and a civic club in planning and conducting a Senior Fun Day in May. More volunteers wanted to help than was really needed.

To date, follow-up training sessions for other Extension workers in their states were planned and carried out by Extension leaders in Georgia and Alabama. Judy Warren, Texas A&M Extension Service Gerontologist; Bert Kruger-Smith, Hogg Foundation for Mental Health; and Jackie LeLong, an Eldercare consultant, developed an educational package for workshops used that are appropriate for other small group discussions. The scenarios address some of the key issues from the paper, "An Aging Society: Implications for the Cooperative Extension System," by Shirley Travis and William MaCauley. The scenarios are:

- The Working Caregiver: Double Duty
- Caring for an Ill Spouse
- Caring for A Disabled Spouse
- Caring for a Disabled Child
- Caring for a Parent with Dementia
- Conflicted Family
- The Responsible Family Member

Should She Move
- Family of One
- Double Tragedy
- Caring for a Terminally Ill Grandchild

The scenarios can be helpful in group program planning sessions, with role playing, with caregivers and with those who work with caregivers and the elderly. Copies are available from Senior Series state contact persons or Senior Series Coordinator for the Southern region, Ray Solle; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-3207.

Tourism life cycle

Continued from page 6

image desired so that marketing and promotion agencies would have a well defined product to promote.

In order to maintain and provide adequate tourism services and to enhance the quality of life, the synergistic relationship of carrying capacity and tourism life cycle of any destination should be of concern to those involved with destination or community tourism planning and promotion. With proper development, planning and promotion, tourism destinations will be able to create a balanced environment which would be conducive to increasing and enriching the quality of life in the form of satisfied visitor and host population interaction.

Video conference on "Aging Populations/Infrastructure"

The National Association of County officials (NACo) and Extension in partnership with the Administration on Aging, the Department of Transportation and IBM will conduct a video conference on Thursday, July 9, 1992, on "Aging Populations and Aging Infrastructures."

The proposed schedule is for Central Daylight Standard Time.

The 10:30 - 12:00 opening segment will feature presentations by nationally recognized authorities on aging populations and aging infrastructures and video clips of innovative community programs.

From 12:00 to 2:00 p.m., downlink site participants will engage in discussions focusing on the impacts the increasing aging populations and infrastructures will have on local communities and identify related concerns.

From 2:00 to 3:00 p.m., results of local discussions and responses to specific questions will be tabulated, shared, and discussed by Minnesota and downlink site participants.

Most Extension Service Directors have designated a State Extension Coordinator for the NACo project. Contact your Director's office for local information.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762
Town buys company; creates jobs, changes attitudes

In a radical departure from the "smokestack chasing" strategy used by many communities to bring in businesses, Prophetstown, Illinois, used a new approach: they bought their own business. Prophetstown, a town of 2,100 people, looked at the strengths of their community and workforce; identified a business for sale that would benefit from those strengths and weaknesses; bought it and moved it to Prophetstown.

City leaders had discussed trying to attract businesses with various incentives, but those promised to be too costly. When someone suggested using the incentive money to buy a viable company and move it to Prophetstown, people laughed. However, the more they thought about the suggestion, the more sense it made. As a result, over 600 residents bought stock in the Prophetstown Manufacturing Corporation. The intent of the for-profit corporation was buying a company and bringing it to town. Stock was purchased at $10 per share, raising over $125,000 which was used to purchase the Clear Creek Furniture Company and move it to Prophetstown. It is hoped the company will be profitable enough to reinvest profits into a second, third and fourth for-profit company.

The Prophetstown Manufacturing Corporation now employs fifteen full-time people with an average wage exceeding six dollars an hour with benefits. The Prophetstown Manufacturing Corporation is a long-range investment in the community's future. The biggest success so far has been to change the attitude of the community. Ten years ago Prophetstown was losing people. Businesses on Main Street were closing. A much needed tax rate increase for the schools could not be passed. After the creation of the Prophetstown Manufacturing Corporation, two tax rate increases were passed within a year. Businesses reopened. There were indications continued on page 2.

Voice mail systems cause customers hang-ups

USA Today reports that frustrations over voice mail systems are forcing some companies to rethink or outright abandon that technology. According to a recent survey by Plog Research Corporation, 56 percent of the consumers contacted report they have at some point given up trying to reach a company because they were upset with reaching a voice mail system.

With the addition of this technology to more and more land-grant phone systems, careful use seems to be warranted. Many business firms have adopted the rule: if the call brings in money, put a human on the line. Land-grants may well use a similar principle with calls involving our customers, the general public.
International trade info available by FAX

International trade information is now available by FAX. Export Hotline offers information on more than 70 countries, 58 different industries, current trade issues such as GATT and EC, investment issues, key contacts and shipping information. The only charge is the price of the telephone call, and the only equipment needed is a FAX machine with polling capabilities — ability to receive from other FAX machines during calls it originates. Information is updated monthly with a list of adds and changes available by FAX. Call 1-800-872-9767 for an application. Provide your FAX number; it automatically becomes your identification number to access the system. Start-up information will be sent via FAX. For additional information, contact: Export Hotline, 1-800-872-9767.

80s saw contrasting gaps by wage, gender

The 1980s were bittersweet times for working people. Sweet because women made tremendous gains in their wages relative to those of men, but bitter because wages of black workers deteriorated relative to those of whites.

According to the U.S. Bureau of Labor Statistics, in 1990 white women working full-time year-round earned 71 percent as much as their male counterparts, up from 60 percent in 1978. The increase during this period was even stronger for black women, whose percentage, as compared to their black male counterparts, rose from 72 percent in 1978 to 86 percent in 1990.

In contrast, the gap between black men's and white men's wages widened in the 1980s, after declining in the 1970s. And, although a black woman's wages increased more rapidly than that of a white woman during the 1970s, that increase slowed after 1981, causing the wage gap to widen between those two groups.

Understanding these contrasting trends is both an important policy undertaking and an interesting economic question, according to Elaine Sorenson, a labor economist at the Urban Institute.

To get at the real story behind these figures, Sorenson documented the trends and evaluated four of the traditional explanations given for them:

(1) A shift in the economy away from manufacturing and toward services.
(2) An increased demand for better-educated, better-trained workers in the labor force.
(3) An increase in women's productivity characteristics relative to those of men.
(4) A decline in sex discrimination, but an increase in race discrimination.

Previous research has argued that during the 1980s women's time in the labor force and their level of education increased, explaining the progressive closing of the gender pay gap. In contrast, it is generally assumed that changes in labor demand affected black workers more negatively than whites, explaining the increase in the black/white pay gap.

Sorenson's analysis reveals these explanations account only incompletely for the changes that occurred in the 1980s in gender and race pay inequities. Furthermore, some explanations are more important than others in explaining the different trends. That is, the racial wage gap appears to have increased for different reasons for men and for women, but the gender gap appears to have narrowed for similar reasons for both black and white workers.

To test the accuracy of these explanations, Sorenson used nationally representative data from the University of Michigan's Panel Study of Income Dynamics (PSID). The PSID reflects the same trends as the U.S. Bureau of Labor Statistics reported above. It asks detailed questions about a person's work history and thus yields information useful in evaluating the causes of these trends. A version of the Oaxaca method economists use to decompose data into explicable and inexplicable factors was employed to assess the relative merits of the above explanations.

In her examination of the PSID data, Sorenson studied all individuals who were between 25 and 55 years old in 1976. This included 1,035 white males, 753 white females, 412 black males, and 497 black females. The numbers increased somewhat over the ten-year period under examination, reflecting increases in the labor force.

Sorenson found most of the decline in the gender pay gap was largely inexplicable by the factors being measured. For white workers, this covers 77 percent of the decline, and for black workers, 61 percent of the decline.

This means the pay gap declined between women and men with the same measured productivity-related characteristics, suggesting women had access to better opportunities in 1985 than they did in 1979.

Sorenson's data clearly show that changes in the structure of the labor market did not continue on page 6.

Town buys company

continued from page 1

all over the community of new activity and renewal. Pride and spirit returned. The goals in Prophets went were accomplished without one cent of state or federal money. No tax dollars were used.

Three recommendations were made on how government might better play a positive role in rural development:

First, coordinate efforts. Local leaders should be able to get fast and accurate answers to questions of "Who?" to talk to should be accompanied with names, addresses, and phone numbers and a living person on the other end who will talk to you.

Second, examine the rules and regulations in the agencies (Sec. Department of Labor, OSHA, EPA, etc.) and make sure the laws are doing what they intended to do.

Third, create a directory of available services and programs, and update and distribute "how-to" information. No matter how well financed, designed or organized a federal or state program is, it will fail if it does not have community support and local leadership.

For additional information, contact Bud Thompson, 102 Market Street, Prophets, IL 61277; (815) 537-2416. SOURCE: Revitalizing Rural America Alert, ES-USDA, Vol. 5, Issue 2, April 1992.
Farmland values increased only slightly in '91

Following a sharp decline in 1987, national farmland values increased for the fifth straight year. However, values in many states are well below their early 80s peak. U.S. farmland values rose a modest one percent during 1991, according to the annual USDA survey of farmland values. On January 1 the value of farmland and buildings averaged $685 per acre, 14 percent above the 1987 low but still 17 percent below the record $823 reported in 1982.

Many developments contributed to the only slight increase in national farmland values during 1991. Following substantially higher farm incomes in 1989 and 1990, net cash income fell eight percent in 1991, and net farm income dropped 17 percent. Though nominal interest rates declined, inflation-adjusted rates remained high. Recent declines in farm debt and debt-to-asset ratios leveled off in 1991. Sluggish national and regional economies lessened the demand for farmland for nonagricultural uses, especially near urban centers. Also, some areas experienced severe drought, particularly portions of California and other Western states. Uncertainties loom for 1992 and beyond, including the timing and extent of economic recovery and its effects on interest and inflation rates. Also, the outcome of current trade negotiations and economic conditions in importing countries are critical.


Average Values for Land and Buildings*

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*As of April 1, 1984-85; February 1, 1986-88; and January 1, 1990-92.


Year-round calendar merits closer look

A year-round school calendar has the potential to fit the economic needs, work patterns, and family lifestyles of today's society, a study from the Southern Growth Policies Board reports.

Just as there was an economic rationale for designing a calendar which enabled children to work on the family farm during the summer months, there are compelling economic reasons to reexamine the school calendar, the report states. Women's work force participation has increased to the point that both men and women are more likely to be at the office or factory rather than the swimming pool or playground during their children's summer vacations. As a result, a greater percentage of children need supervised care on a year-round basis. In addition, growing concern over the future global competitiveness of U.S. business and industry has led to increased pressure to rethink the entire structure of American education, including the school calendar.

The Study. "Year-Round Education: Restructuring Schools to Complement a Changing Economy," examines these and other economic and societal changes which favor or require a reexamination of the school calendar; provides policymakers with a guide to arguments that they are likely to hear for and against calendar modification; and highlights experiences with year-round education in six schools in the U.S.

Year-round school calendars began appearing on the U.S. educational scene in the 1970s for one primary reason—to reduce the need for new school construction—primarily in the Florida West Coast states where enrollments burgeoned. With enrollments currently on the increase and government dollars scarce, districts are again looking towards year-round schools as a possible solution. Year-round scheduling can be used to accommodate growth, alleviate existing overcrowding, and allow for class size reductions while maximizing the need for expensive new construction.

Although the potential educational impact of the year-round calendar did not initially receive a lot of attention, this issue has since piqued the interest of policymakers, educators, researchers, and parents. Numerous studies show students experience significant losses in learning over a long summer vacation. Support systems need to reexamine year-round school calendars to improve educational achievement by providing shorter vacation breaks and, consequently, a more continuous mode of learning. In addition, students who fall behind no longer have to wait for summer school in order to receive remedial attention.

Whatever the merits of a year-round school calendar, such a change is frequently met with opposition—primarily by those who fear a year-round calendar may disrupt family lifestyle or vacation plans and hinder student participation in extracurricular activities and sports. Many school districts are experimenting with modifications to the school calendar. Most children currently attending "year-round" schools in the U.S. are in class the same number of days per year as those attending schools with traditional September to June calendars. The difference is that the instructional days are spread more evenly throughout the year with several shorter breaks rather than one long summer vacation. The number of schools utilizing a year-round calendar has more than doubled in the past two years. Nationwide, 1.3 million students in 1,688 schools are going to school year-round this year, with 37 year-round schools located in the South. A number of prominent observers expect this trend to escalate with some going so far as to predict that virtually all schools will be on a year-round calendar within the next ten years.

The report offers recommendations for state initiatives to help local school districts, interest and experimentation in year-round education including reviewing state laws and continued on page 7.
Contrasting gaps

continued from page 3

contribute to the closing of the gap between genders. Economic restructuring has increased the rate of return to investment in education, but this benefits male workers over female workers, since men, on average, have higher levels of education. Hence, if economic restructuring were the only change in the labor market during the 1980s, the gender pay gap for black and white workers would have increased.

About seven percent of the decline in the gender gap for both black and white workers is the result of an increase in women's productivity characteristics relative to those of men. Women increased their money income, their hours worked, and their likelihood of being employed, whereas men reduced their work effort, according to these measures. On the other hand, men increased their average level of education more than women during this period. Thus, these changes in education offset some of the gains caused by increased work experience.

Another explanation often given for the decline in the gender pay gap is the shift of employment away from manufacturing and union jobs toward the service sector and non-union employment, which negatively affects male workers more than female workers. This explanation accounts for only 11 percent of the decline in the white gender pay gap and 22 percent of the decline in the black gender pay gap.

The most important explanation for the increased earnings gap between black and white men is economic restructuring, which accounted for 56 percent of the pay gap increase between 1979 and 1985. The pay disparity between better-educated and less-educated workers increased, widening the racial pay gap, because white men have more education, on average than black men. Employee shift away from manufacturing and union jobs toward service industries and non-union employment, a shift that affected black men more negatively than white men.

Industrial and regional changes in the economy explain only 11 percent of the expansion in the pay gap between black and white women. The percentage of black women working in manufacturing and construction declined between 1979 and 1985, but it increased for white women. In the South, the proportion of black women working increased more rapidly than the proportion of white women, accounting for nine percent of the increase in the black-white earnings gap. Earnings are lower in the South than in other regions, and, consequently, the earnings of black women decreased overall relative to the earnings of white women.

Changes in labor market structure did not contribute to the widening of the gap. Sorensen notes that white women have more education, on average, than black women, but black women are more likely to be employed, to have spent more time in the work force, and to have more work experience than white women. Hence, increased returns to investment in education and labor force experience benefited black women more than white women. And, while black and white women continued to move into similar occupations during the 1980s, other factors intervened to reduce the egalitarian effect on wages of the labor market convergence.

Sorensen concluded that the traditional explanations fail to account for these trends. Increased productivity of women does not explain most of the narrowing of the gender gap. Economic restructuring accounts only for the widening gap between black and white men. Employer attitudes toward female workers may have changed for the better, but more so for white women than for black women. Data analyzed since this study show the trends are continuing, making it all the more important to understand the forces driving them. Research that captures more of the factors that account for the change would be a step in the right direction.


Future Tourism Development: Programming in the Cooperative Extension Service for the Next Millennium, September 18-19, Glendale, Wisconsin. This National Extension Seminar is "not your standard information dissemination" activity. The participant will be an integral part in considering the future, and then deciding what extension professionals ought to do to proactively contribute to developing appropriate tourism futures. In short, the overall conference goal is to establish a strategic plan for the Cooperative Extension System in tourism and travel outreach education. For registration information, contact Karen Marvin; Tourist Research and Resource Center; UW-Extension, Room 230; Lowell Hall; 810 Langdon Street; Madison, WI 53703.

Farmland values

Continued from page 5

regulations to ensure districts have a legal basis for establishing year-round schools; developing the ability to provide technical assistance to districts interested in studying or implementing a year-round program; facilitating collaboration between schools, community agencies, day-care centers, and other youth-oriented organizations in order to increase public acceptance; providing planning grants or other incentives for districts to explore year-round programs; and providing high level support for year-round schools to give the concept credibility.

For more information or to obtain a copy of the complete study, contact Robert Donohue; Southern Growth Policies Board; 5001 South Miami Boulevard; Box 12293; Research Triangle Park, NC 27708; (919) 941-5145.
In Print

21st Century Survival of Rural America Proceedings contains papers presented at a regional conference that looked at the future of rural America. A needs assessment was done as a part of the meeting with a roundtable session to solicit opinions and ideas from the participants who included state legislators, local officials, public and private development agency personnel and land-grant university research and extension faculty. The results are reported in the proceedings. Papers were presented in the areas of global economic changes, existing rural development policies at the state level, successful rural development projects, and strategic planning for economic development. $4. Copies are available from Southern Rural Development Center; P.O. Box 5446; Mississippi State, MS 39762; (601) 325-3207.

The Cooperative Extension Network and The Rural Elderly by Leo Cram is an effort to familiarize professionals in the aging network with the professionals and educational resources which exist within the Cooperative Extension Service. The book takes a look at the land-grant system, program initiatives, gerontological resources, strategies for partnerships and an extensive bibliography and appendices. $12. Order from National Resource Center for Rural Elderly; University of Missouri-Kansas City; 5100 Rockhill Road; #9 Scofield Hall; Kansas City, MO 64110-2499; (816) 235-1024.

Names in the news

James F. Johnson, director, Virginia Cooperative Extension Service, has announced he will retire September 1.

John N. Mangieri, provost and vice chancellor for academic and student affairs at University of New Orleans, has been named president of Arkansas State University effective July 13.

Southern Rural Development Center
P. O. Box 5446
Mississippi State, MS 39762
Dispelling myths key to productive rural development

When leaders in small communities ignore the "it won't work" syndrome, good things can happen. Too often though, discouraging myths prevail, and communities and small towns give up and go away.

The mythology surrounding small town vitality often works against the most productive approaches to rural community development, according to Milan Wall and Vicki Luther of the Heartland Center for Leadership Development. They say, "too often the debate about rural community survival hinges on purely academic theory, framed by a distant perspective on cold statistics. What gets ignored are those examples of thriving small communities where leaders ignore dire predictions and push ahead, confident of their ability to make a difference."

In a small publication, 6 myths about the future of small towns, the authors dispel six myths, and go on to say that understanding myths is key to stopping their negative influence on community survival. Focusing on the positive aspects of small towns and maintaining a creative outlook on all development strategies will insure community vitality for years to come. Total community involvement and a strong sense of pride can put an end to the myths and pave the way for successful rural community living.

Myth One: Towns that are too small have no future.
Truth: There is no magical size at which a town can survive. Heartland Center research has shown that even very tiny towns, with populations as small as 100 and less, manage to survive through thoughtful planning, entrepreneurial genius and hard work. No community should perceive itself as "too small" to survive.

Myth Two: A community's location is key to its survival.
Truth: In an information age, leader

Myth Three: Industrial recruitment is the best strategy for successful economic development.
Truth: Communities must adopt a broad-based economic development plan that supports existing businesses and encourages entrepreneurship. Too often, small towns have wasted time, energy and money trying to attract new industry, only to learn they should have worked harder to keep the employers they already had.

Myth Four: Small towns can't compete in the global economy.
Truth: Small towns throughout America are home to an amazing variety of highly sophisticated, entrepreneurial successes. With access to toll-free incoming telephone lines and over-the-road package shippers, rural businesses can successfully compete in the global marketplace.

Myth Five: The best people leave small towns as soon as they can.
Truth: Many talented and capable people choose the quality of small town living. State and local leaders should stop acting as if anyone with brains gets out.

Myth Six: The rural and urban economies are not interdependent.
Truth: Many city residents are nostalgic or sentimental about small towns, but they often forget that essential raw materials need dynamic rural infrastructures to get from rural to urban markets. Large metropolitan areas and smaller communities share importance in our nation's economy.

Source: 6 myths about the future of small towns: Milan Wall and Vicki Luther. $3. Heartland Center for Leadership Development; 941 E Street, Suite 920; Lincoln, NE 68508; (402) 474-7667; FAX (402) 474-7672.

Tourism conference scheduled for December

Rural Tourism: Opportunities and Challenges for Rural Communities in the 1990s is scheduled December 2-3, in Raleigh, North Carolina. The conference will provide information, techniques and strategies for using tourism as a development mechanism in rural communities. Focus will be on the "how tos" of developing rural tourism with regional case examples presented.

SRDC is a co-sponsor of the meeting along with Office of Park and Tourism Research/North Carolina State University.

There is a $95 registration fee payable to Ann Coughlin; North Carolina State University; Educational Outreach Office; Box 8001; Raleigh, NC. Accommodations are at the Brownstone Hotel, 1707 Hillsborough St; Raleigh, NC; call 800-237-0772, 800-331-7919 in NC before November 17 and mention the meeting.
Local t.v. programming valuable communication tool

An innovative, locally produced television service in the capital city demonstrates how even a small community can be served through the innovative use of technology in a grass-roots setting.

Mayor (and de facto producer of My Hometown) Jim Short is still reveling in the recognition his town has received for the program. Short, who is also a local businessman and a teacher at the local junior high school, has a fellow teacher, Gary Erwin, developed the idea for the local broadcast a few years before Short became mayor.

First, they had worked with local students in developing radio programs offering information and history about the community. As more people came around, we started doing some community profiles," said Short. "Students took video equipment out to local residents' homes and places of business and interviewed them for broadcast in the classroom.

When community access became available through the cable television provider, Short saw the value as a communication tool.

A weekly one-to-two-hour broadcast, My Hometown offers varied viewing fare, that can then be archived and viewed by other residents with emergency information, notices on upcoming events and advertisements. The program is produced through "character generator" equipment that allows the broadcast messages to be recorded on a video camera.

When Short recently entered the town in a public place and asked if he was the subject of a graphic being transmitted, along with written information, three video producers explained that they were considering the best of the My Hometown program.

SRDC strategic planning sets priorities

Strategic planning conducted by SRDC this year identified four priority areas for focused attention for the next two years:

- Human Capital
- Infrastructure
- Health Care
- Rural Poverty

As a result of requests for proposals in these areas, seven 2-year projects were funded from the 32 proposals received. The following research and extension projects are now underway:

- The Black Belt of the Rural South: Ron Wimer, North Carolina State University
- Research and Extension on Urban Health: Thomas F. LeBlanc, University of Florida
- Rural Poverty: Bruce Weber, North Carolina State University
- Technical Preparations for Rural Development: Gerald Whistler, Arizona State University
- Environmental Assessment and Development of an Independent State: Kerry Akins, University of Kentucky
- Development Partnership in Rural Health: Ronald G. Langston, University of Kentucky
- Rural Development Administration moves forward

In President Bush's quest for the federal government to better serve rural America, the President's Initiative on Rural America was formed under the Rural Development Administration (RDA). RDA, formed under the 1990 Farm Bill, is the third largest federal agency and business development offices, programs and services are currently administered by the Farmers Home Administrations. The major two categories of the tasks are those of the President's Council on Rural America and those of the State Rural Development Councils.

President's Council on Rural America is the nineteen member group established to provide guidance to the President in setting a national policy agenda for rural development. The council membership includes rural leaders from both public and private sectors. The council is chaired by former Arkansas Governor Winthrop S. Rockefeller.

The council held public hearings around the country, had several study sessions with rural interests, and conducted several technical task force activities. Recommendations and strategy for implementing them are now being incorporated into a report for the President's schedule.

State Rural Development Councils from the key element of the Initiative. Eight states (Kansas, Maine, Mississippi, Oregon, South Dakota, Texas and Washington) originally formed councils in the pilot effort. Council membership includes representatives of:

- state offices of federal agencies with rural responsibilities
- federal regional representatives
- state government agencies, local governments
- tribal governments from within states
- private, for-profit and non-profit sectors

State Councils' mission is to improve the employment opportunities, incomes, and well-being of rural people by strengthening the capacity of rural America. The state councils, established by an executive director, are responsible for rural economic development needs and coordinate delivery of federal and state programs that can respond to those needs.

Initial actions include:

- inventory rural development needs within the states
- develop a long-term strategic plan for the improvement of all rural development resources (a living document being constantly reviewed); and establish a plan/program for implementing the mission and undertaking council action projects.

Based on the pilot states' successes and demonstration programs, other states were invited to submit proposals for councils. State Rural Development Councils are now in various stages of operation in 45 states and territories.

This summer, the USDA announced the establishment of seven regional offices of RDA. The regional offices will serve as direct links with state governments and the State Rural Development Councils.

Rural Studies seeks center associate

The National Rural Studies (NRSC) is seeking applicants for a center associate for the 1993-1994 academic year. The position will be in the Western Rural Development Center at Oregon State University, under the direction of Emery Castle and Bruce Weber.

The appointment is designed to accommodate professionals who are in need of time away from regular employment. The position carries full academic rank of assistant, associate or full professor and is expected to place an individual's current rank or accomplishments. The salary is equivalent to one-half the applicant's regular salary, not to exceed $25,000 for 12 months.

The application deadline is December 18, 1992.

Applications from any discipline or subject matter that can be shown to have a relation to rural studies is eligible for consideration. Applicants will be expected to have the equivalent of the doctorate and some research experience.

NRSC was established to assess the need for additional work in rural studies of institutions of higher learning in the United States. The center associates will:

- participate in NRSC meetings, investigations and small group area problem, where appropriate engagement in field experiences involving rural areas and rural people.

For application materials write or call:

Bruce Weber  Western Rural Development Center Oregon State University Corvallis, OR 97331 (503) 737-1432
Names in the news
JAMES A. BOLING, associate dean of research, University of Kentucky; RAY HUMBERD, associate dean, Agricultural Extension Service, University of Tennessee; and EDWARD A. POWERS, interim dean, School of Human Environmental Sciences, University of North Carolina at Greensboro, have been named to the board of directors of Southern Rural Development Center. Replacing Charles Laulhner who moved from the region, Humberd and Powers replaced retired James F. Johnston and Jacqueline Voss respectively. WALTER ARMSTRONG, managing director of Farm Foundation, is a new ex officio member of the board, replacing Jim Hildreth who retired.

JAMES C. EDWARDS is the recently appointed administrator of Cooperative Extension Programs, Tennessee State University. Edwards previously was a professor on staff at Florida A&M University.

HAL HARRIS, Extension Economist, Clemson University is in Washington, DC, filing in for Fred Woods, ES-USDA National Program Leader who is in Armenia for a year as an advisor.

Capsules revisited
This is the first Capsules recently. (The editor hopes you missed it.) As apparent, our newsletter is printed on a different size and color paper. The more standard size will help in printing and mailing costs. The color change was due to whim and is still negotiable! The intent is to make Capsules easier to produce, distribute and read. Your input is always welcomed.

Articles of interest to readers who are involved in rural community development are solicited. Please send short, concise articles to Editor, SRDC Box 5446, Mississippi State, MS 39762. Add a contact person’s name and phone number.

Capsules is a forum for sharing: please send news articles and information about forthcoming events to the editor.

H. Doss Broaddus
Director

Jacqueline Taddele
Writer/Editor

Sandy Payne
Editorial Ass.

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Rural physician supply grew: continues less than metro

Nonmetro physicians clearly preferred to locate in areas with more urban residents. They also chose rural residents over adjacent counties with the same approximate urban population. This pattern probably reflects the greater competitiveness of metro counties in bordering metropolitan areas. Regardless of those factors, the location preferences of nonmetro physicians resulted in an uneven distribution of physician supply. By 1988, urbanized remote counties had three times as many physicians as rural areas.

Primary care physicians were more willing than specialists to locate in less urbanized and rural counties. Primary care physicians practiced in general/family medicine, pediatrics, obstetrics/gynecology, or internal medicine and accounted for more than two-thirds of all U.S. physicians. They provide basic medical and surgical care, referring patients for more specialized treatment when necessary.

All nonmetro areas gained primary care physicians during the 1980s, with the greatest gains occurring in urbanized remote counties. By 1988, these counties had more than twice as many primary care physicians as rural counties. Despite their preference for urbanizing remote areas, primary care physicians were more evenly distributed in nonmetro areas than all physicians combined. This difference reflects a greater willingness among primary care practitioners to locate closer to urban residents. The rural insured are less likely to have group coverage obtained through employer, and more likely to have private coverage purchased outside the workplace, which typically costs more and provides fewer benefits than coverage obtained through employment.

The uneven geographic distribution of physicians is partly due to the concentration of specialized medical research and treatment facilities in urban areas. The concentration of medical research and treatment facilities in urban areas can lead to lower urbanization for other reasons, including reduced access to medical care in nonmetro areas. In addition, many physicians desire social and cultural amenities that are commonly found in rural communities.

Aging institute, scholarships announced

The Missouri Gerontology Institute announces that scholarships are being offered again by Farm Foundation to cooperative extension participants of the Missouri Summer Extension Institute on Aging. The 140 scholarships are available to extension faculty and agents nominated by their state director of Cooperative Extension Services. Scholarship applications will be conducted on the campus of University of Missouri in Columbia during June 6-11, 1983. Participants may enroll either for a full credit or on a non-credit basis. More information and applications can be obtained by calling (314) 882-7480.

Farm*A*Syst modification manual printed

The Farm*A*Syst modification reference manual, Guidelines for Developing and Implementing Farm*A*Syst Pollution Potential Assessment Programs, was drafted in that the Southern region workshop in Atlanta is dedicated to the development of water quality and agriculture, and to Extension and Soil Conservation Service water quality coordinators. The manual includes:

- Model Modification Process and Recommendations
- Interagency Coordination
- Potential Funding Sources
- Interagency and organization roles
- Specific Considerations for Publication Modification
- Delivery Approaches and Recommendations
- Training for Implementation Support Systems
- Program Evaluations and Model Farm*A*Syst Program Marketing

The electronic mail address for the Purdue almanac is

send guide you receive a guide of how to retrieve water quality publications including Farm*A*Syst fact sheets, from the almanac information server

send catalog receive a list of the water quality publications available from the almanac information server

A set of worksheets and fact sheets may be ordered at cost from the national staff. They are available in IBM Word Perfect 5.1 and ascii formats and in Macintosh text. The set is available in Pagemaker for IBM and Macintosh and includes the graphics just as the hard copy. Call (308) 252-0024 for more information.

Trees, forests valuable asset, not just aesthetically

Many cities and counties are cutting back on planting new trees, and spending less on keeping the existing ones alive in order to save money for other services. But communities that neglect their trees may be losing much more than their beauty. Trees contribute a colorful autumn foliage. In decaying cities and bucolic suburbs alike, spreading curb side trees and wooded parks serve as an essential, cost-effective defense against serious threats to the quality of life for human residents.

Right now, of course, it’s hard to convince mayors, city council members and county commissioners—who are struggling to keep police officers and get the garbage collected —that maintaining trees should be a high priority.

This struggle is duplicated across the land. U.S. cities and counties are planting only a quarter of the seedlings needed just to maintain existing urban forests. Even when properly watered and trimmed, trees can live for seven to 15 years under big-city stress; saving money now can mean neglect risks irreversible damage to parks and neighborhoods. Forest Service experts are finding that parks, greenbelts and tree-lined streets make contributions to big-city and suburban life that go far beyond aesthetic considerations. For one thing, trees shade buildings and sidewalks and cool the air by transpiring up to 100 gallons of water a day. That moderates the "heat island" effect that can make downtown areas five degrees hotter than surrounding countryside when the sun beats down on stone and concrete, breathing urban smog and costing the country an estimated 1 billion a year for electricity to run air conditioners.

Urban forests help cleanse polluted air—downwind close to the ground where we all breathe—by absorbing sulfur dioxide, ozone and other contaminants.

Parks and greenbelts are more than nurseries. The forest society. SOURCE: "Go Ahead, Hug a Tree: It’s Good for You" by Tom Arrandale. (Governing Missouri, Vol. 5, No. 12, September 1992.)
Rural children falling by the wayside

In a recent publication of the Children's Defense Fund (CDF), the report's goal is to educate the nation about children's needs and to encourage prevention and intervention strategies. According to CDF's data, children in rural areas are more likely to be poor, as many physicians per capita. And, 42 percent of rural children, compared with 33 percent of city and 35 percent of rural children have not visited a doctor for at least a year.

Rural children also suffer on a range of important measures of early childhood education, schooling and community development.

- Rural students attend poorer schools that on the average face higher costs with lower revenues.
- While dropout rates for rural youth have declined rapidly, they still lag behind metro rates, in part because few rural children return to school or get a GED.
- Child is in shorter supply in rural areas; rural preschool children are less likely to be in educationally oriented programs, and rural child care workers have less education than metro child care workers. Fully two-thirds of rural mothers are employed.

The first and most important providers of care for children in rural areas are their families. And public policies must be designed to support parents in this role. This report looks at the range of policies and programs aimed at making the rural communities that are home to the nation's young people more livable.

Rural children are more likely to be poor than city children (41.7 percent lived in poverty in 1990, according to the U.S. Bureau of the Census), and they are less likely to have access to basic services such as health care.

The 41 percent of rural children who live in poverty is higher than the 33 percent of city children who do. This is reflected in the fact that only 40 percent of rural children have access to health care, compared to 60 percent of city children.

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According to the report, the poverty rate for rural children is 55.8 percent, compared to 37.8 percent for city children. This means that almost one in two rural children lives in poverty, compared to one in five city children.

The report also finds that rural children are more likely to be in poor health, with 41.6 percent of rural children reporting poor health compared to 34.6 percent of city children.

The report concludes that the federal government needs to increase its investment in rural communities and that states should adopt policies that support rural children and families.

Poverty remains more severe in rural areas

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Poll: parents effective in teaching values

There has been a lot of talk recently about family values. Political candidates tossed the blame back and forth about who is to blame for declining values in the U.S. Differing opinions are offered for shoring them up.

Parents teaching values to kids is an extremely effective way to strengthen family values, according to 53 percent of a recently polled group of 1,200 adults.

Of the five solutions for declining values in the U.S. listed, the remaining four are actually ways to facilitate the first. Twenty-four percent of those polled thought higher family income and 23 percent thought flex time would be the best way to strengthen family values. The remaining solutions were providing day care (18%) and working at home (14%).

The results were reported in the July 29, 1992, edition of USA Today by Mellman & Lazarus, who conducted the telephone poll for MassMutual insurance company.

SAAS dates set; registration deadline near

The Southern Association of Agricultural Scientists (SAAS) will hold its 90th annual meeting in Tulsa, Oklahoma, January 30-February 3, 1993. Hotel reservations must be received by the SAAS Housing Bureau in Tulsa by January 6, 1993. For housing registration forms contact SAAS Housing Bureau; 616 South Boston; Tulsa, OK 74119.

SAAS registration is $15 payable to individual society or association desks along with any fees that they require. Everyone is required to register.

Delta Airlines will again offer five percent off the lowest supersaver fare or 40 percent off the normal rate while giving SAAS one ticket for each 40 purchased. Please refer to file no. P0767 when making airline reservations at 1-800-241-6760.