Calendar

SUNDAY, APRIL 12
10:00 a.m. — All-music program—Mike Briggs
6:30 p.m. — Board meeting
7:30 p.m. — Parish meeting

SUNDAY, APRIL 19—EASTER
10:00 a.m. — "Celebration of Spring" Family service coordinated by Dodie Chapru and Pat Cautley. Each person is invited to bring a symbol of spring. Bring Easter breads and other finger food to share.

ANNUAL PARISH MEETING
All members of the society are urged to attend the April 12 Annual Parish Meeting.
At this meeting the membership will be asked to ratify the conditions of the loan made by the First Unitarian Society last year toward the purchase of our building. It has been approved by their membership and our board. The loan is interest-free and repayable only if we are no longer able to keep the building.
Committee reports will be presented with opportunity for discussion.
The Committee on Committees has nominated the following persons for election at the April 12th Parish Meeting:

President: Betty Jallings
Vice President: Marty Drapkin
Secretary: Joan Hall
Treasurer: Nina Mattarella
Finance Committee Chair: Gail Osler
Housing Committee Chair: Bob Nelson
Program Committee Chair: Dorothy Lee
Religious Education Committee Co-Chair: Alice Bullen and Carol Dopp
Long Range Planning Committee Chair: Rod Stevenson
Social Action Committee Co-Chair: Les Lyons and another person, to be announced
The Committee on Committees will announce the lay ministers at the Parish Meeting.
Please bring wine, cheese to share. Join us for this important meeting.

R.E. Corner

We have been celebrating spring downstairs, sharing branches with little green leaves that came out early when the branches were brought indoors, and pussy willows. This is an exciting time of year for children (as well as adults) and we hope their wonder and joy at observing the natural changes can be cherished and even enhanced if it is shared in a meaningful way.
One important part of Prairie each Sunday is the clean-up. Several of the children have been spontaneously doing some of this, and we thought it appropriate to ask if any would be willing to sign up to help with a variety of tasks. There was an immediate response. Those scheduled for April 12 are listed along with (Continued on Page 2)
the adults. Already, on March 29 and/or April 5, the following have helped with a variety of tasks, and we are indeed indebted to them: Christine Chambliss, Dana Dopp, Anna Nettleton, and Robin Park-Doob.

A reminder to each one in K through 5th grade: If you haven't done so already, please be sure to bring a picture or pictures for the box we are decorating to use as a table. We would like to have something on it that represents each one of you—a special interest or activity, or just something you like; it can be made by you or cut out of a magazine or copied from a book.

FROM THE CLIPBOARDS

BUILDING CLEANUP
4/12 Bob and Carol Dopp
4/19
4/26 Dorothy Lee-Rita Refner

In addition, on April 12, Dana Dopp, Anna Nettleton, and Christine Chambliss have volunteered to put away the song books (upstairs) Graham Lisman and David Lake will vacuum the hall rug downstairs, and David Lake will vacuum the preschool room.

LAW MOWING/SNOW SHOVELING?
4/12 Warren Hagstrom

KASTENMEIER SCHEDULES SAN SALVADOR HEARING
Congressman Robert Kastenmeier has asked the State Department to send a witness to a hearing he has arranged to be held in the Assembly Chambers at the State Capitol Monday, April 20, to explore U.S. involvement in San Salvador. Other witnesses will include people from the University of Wisconsin who are experts on El Salvador and people who have interest or concerns with the U.S. in El Salvador.

The hearing will be held beginning at 9 a.m. Kastenmeier asked individuals or organizations interested in testifying to contact his office at 119 Monona Ave., Suite 505 (264-5206) no later than April 10.

PRAIRIANS ATTEND NORTH CENTRAL AREA CONF.
Prairie was well represented at the North Central Area Council Conference held April 3, 4, and 5 in Green Bay. Joyce Crim, Barb and Casey Steinau, Cathy Cole, Les Lyons, and Ruth and George Calden made the trip.

Dr. Leonard Weis (Fox Valley Fellowship) is the new Area Council president; Dick Drinan (Wausau) is vice president; Barb Steinau was re-appointed secretary; Sue Bodemer (Green Bay) will continue as treasurer. Ralph Marquart (Sauk City) was re-elected to the Board. Howard Custer (First Society) was elected to the Board, replacing Linne Cain (First Society). There was a variety of interesting workshops, well attended by interesting people from all the area societies.

UU MEDIA STUDY RESULTS
Remember filling out those yellow attendance cards on three Sundays last fall? Those were collected for a media feasibility study conducted for the UUA. Madison was one of those five test cities selected to find out if radio and newspaper advertising would significantly increase Sunday service attendance. In order for the test to be judged a success, attendance would have to increase by 15 per cent.

The final report of this study is out. It claims that national advertising in recognized media will produce increased Sunday attendance. Interestingly, the study found print advertising to be more effective than radio ads.

In Madison, however, the results of the media blitz were not significant. Attendance was up during the fall of 1980 at First Society only seven per cent over 1979 figures. At Prairie the fall attendance was up a startling 33 per cent. We were erroneously listed as having a seven per cent increase. But at Prairie, newcomers indicated they had come not as a result of the national newspaper ads or radio, but largely from the suggestion of a friend.

What I found most striking in the report were not the media feasibility findings but results of a prior 1979 research study on what UUs were like. There were fascinating bits of information about current UU beliefs, life styles, and media usage. For example: among new UUs, 20 per cent were ex-Roman Catholics, 14 per cent were ex-Methodists, and only six to seven per cent came from a UU

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