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Inside Information

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JCP PROPOSES REVISION OF REGULATIONS

The Joint Committee on Printing, an arm of the U.S. Congress, has proposed regulations which mark a significant departure from JCP's current regulatory scheme and practices.

"We expect that this new format will provide the Committee with a broader and better overview of all of the federal government's printing and publishing activities," said Rep. Augustus F. Hawkins (D-Calif.), chairman of the Joint Committee on Printing, in a letter to heads of all federal departments.

Hawkins said JCP recognizes that since its last regulations were issued in 1977, significant technological breakthroughs have made a sharp impact on the ways in which information is "captured, edited, formatted, stored, reproduced and distributed."

He said "these technological advances offer dramatic new opportunities to 'remedy neglect, delay, duplication or waste' in federal printing, binding and distribution of government publications."

The revised regulations embrace the new technologies and seek to replace JCP micro-management procedures with oversight and policy-making functions.

In addition, the proposed regulations include new provisions concerning publications distribution, particularly with regard to depository libraries, indexing and cataloging of government documents, and sales of publications.

Hawkins said the revised regulations are consistent with the objectives stated by private and government-sponsored surveys, and they are meant to lend support to the provisions of existing statutes that have as their primary purpose, the coordination and cost-effectiveness of the dissemination of federal information.

One of the principal revisions is a redefinition of printing that eliminates the distinction between copying, duplicating and printing, and which includes new processes and procedures for electronically capturing, reproducing and distributing information.

USDA's response to JCP's proposed regulations is being coordinated by Nelson Fitton, acting deputy director of information for publishing and visual communications.

Comments regarding the proposal may be submitted to Fitton before close of business Friday, December 2. Send to Room 542-A, Office of Information, USDA, Washington, DC 20250. For further information, call him at 447-6623.

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RETIRED USDA AG COMMUNICATOR DIES

Herbert Mangrum, a retired USDA public affairs specialist, died last week after suffering a heart attack while playing racquet ball.

Mangrum retired last year after 11 years with the information division of USDA's Food & Nutrition Service.

He also had worked for a number of years with USDA's Office of Information and had been with such agencies as the U.S. Information Agency and Commerce Department's Economic Development Administration and Office of Minority Business Enterprises.

Mangrum, a native of Dallas, Texas, had graduated from the journalism school at Lincoln University in Missouri. In 1979, he was presented the university's distinguished alumni award.

AV MEDIA SEMINARS SLATED FOR WASHINGTON

A series of audiovisual seminars will be presented by Development Communications Associates, Inc., at the Sheraton Washington Hotel, Washington, D.C., Dec. 14-16.

The seminars will be presented in conjunction with the 1983 audiovisual, pictorial, TV and training aids exposition, one of the longest running AV equipment exhibitions on the East Coast.

The half-day sessions (at \$60 each) are: Dec. 14--entry level video, location sound, basic video editing and multi-image production; Dec. 15--the esthetics of editing, taping meetings and conventions, the creative camera and scripting for technical training; and Dec. 16--interactive video disc and tape, the film-video interface, low cost video program sources and new technologies and new techniques.

Instructors for the seminars will come from industry, including an Emmy award winning television news editor, a TV broadcast engineer and other experienced videographer-cinematographers, writer-producers and production managers.

Registration for the seminars may be made through Development Communications, Inc., 815 North Royal Street, Alexandria, VA 22314. For additional information, call (703) 683-3100.

1984 AG YEARBOOK COMMITTEE ORGANIZED

A committee has been organized to plan and prepare the 1984 Yearbook of Agriculture on livestock and pet health.

Committee chairman is Norvan Meyer of USDA's Animal & Plant Health Inspection Service.

Communicators serving with Meyer on the committee are Jack Hayes, yearbook editor, USDA's Office of Information; Larry Mark, head of veterinary services information branch in APHIS' Information Division; and Marie Sebrechts, also with the APHIS Information Division.

Target date for release of the 1984 Yearbook is October.

The 1983 Yearbook of Agriculture, on natural resources, is scheduled for release by Secretary of Agriculture John R. Block at Dec. 8 ceremonies in the patio of the USDA Administration Building.

WORLD'S LARGEST COMPUTER SHOW OPENS

COMDEX, the world's largest computer show opened Nov. 28 in Las Vegas, the fifth year the trade show has been held.

Nearly 1,400 exhibitors will be displaying their computer wares and services to an expected 80,000 people from across the nation and the world.

IBM is spending more than \$1 million on its booth, which at 13,200 square feet is probably the largest single exhibit ever erected for a trade show, at least for a computer trade show.

COMDEX's organizer, Sheldon Adelson, who was a datacommunications magazine publisher 10 years ago describes a tradeshow as a "magazine in the flesh."

"The seminars are the editorial material, the exhibitors are the advertisers and the attendees are the readers," Adelson said.

COMPUTERS CALL FOR BETTER HUMAN SKILLS

More and more studies of the effects of the electronic age point to a need for better human relations as a counterweight to the depersonalization of the computer.

One study, by the International Resource Development, indicates that intuitive skills will be increasingly important for managers in the computer age. As the computer generates more facts, the executive will need to rely more and more on intuition.

A non-technical course in the use of the computer in public affairs/public information profession will be conducted by John Pessolano in New York City on Dec. 12-14, at the Roosevelt Hotel, and again Feb. 6-8, at the Milford Plaza Hotel.

Pessolano, counsel in public affairs and public relations and adjunct professor of marketing with Pace University, has over 20 years experience and has conducted some workshops for USDA communicators in the past.

The tuition fee is \$645 for the 3-day course. For further information write to The Professional Development Institute, Pace University, 331 Madison Avenue, Room 603, New York, NY 10017, or call (212) 490-3895.

LETTER COSTS RISE

Business letters are not getting longer, but they are getting more expensive, says the Dartnell Institute of Business.

In a national survey of 300 companies, the Chicago-based research firm found that dictating, transcribing and sending the average business letter will cost companies about \$7.60 this year.

That's an increase of about 7% about the average cost of \$7.11 a letter last year.

Dartnell, which as been tracking the cost of corporate letters since 1930 (when it was 30 cents per letter) attributed the increase to higher salaries for middle management executives and secretaries.

This year, like last, the average business letter will be about 190 words long and will take about 8 minutes to dictate, the survey found.

PR NEWSWIRE AVAILABLE ELECTRONICALLY

PR Newswire, the national commercial service that carries news releases from more than 8,000 sources, will become available electronically through a second service.

PR Newswire is now available electronically through NEWSNET, an electronic news and newsletter service provided nationally by Independent Publications Inc. of Bryn Mawr, Pa.

Early next year, VuText Information Services Inc., Knight-Ridder's electronic retrieval service, will also be offering PR Newswire.

VuText already provides the full text of the Washington Post, Philadelphia Inquirer, Philadelphia Daily News, Lexington, Ky., Herald-Leader and the Wall Street Transcript.

PR Newswire distributes to the nation's press and broadcast media announcements on a daily basis of all companies registered on the national stock exchange.

It also distributes information on associations, unions, government agencies and nonprofit organizations, as well as every major public relations agency.

VIDEOTEX NEWS SERVICE EXPANDS

Harris Electronic News, which has been providing an electronic videotex agricultural information service to Kansas and nearby farmers, has announced a Kansas City-based videotex service that will offer more than 1,000 items of information including business news, local Kansas City news, weather, sports and entertainment.

The price for the service, which can be accessed through home or business computers, will range from \$5 to \$15, depending on which information a user accesses from the data base.

More information is available from Harris Electronic News, 514 S. Kansas, P.O. Box 124, Olathe, KS 66061.

AGRIPLEX UNDER CONSTRUCTION

The world's largest agricultural communications, convention and trade center is under construction at Orlando, Fla.

Scheduled to open in 1988, the AGRIPLEX will be built on 400 acres within a 1700-acre site not far from Walt Disney World and EPCOT.

A "city" in itself, AGRIPLEX is structured around a 250-foot wide, 6-story and S-shaped enclosed central mall.

A 1-1/2-mile long monorail will transport visitors from the parking lot through the mall to a variety of exhibition and hotel destinations.

Flanking the mall will be 3 million square feet of permanent showrooms for machinery and equipment, agronomy and livestock sciences as well as support services including multimedia auditoriums and meeting rooms.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to the Deputy Director for Current Information, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, or to AGR002 mailbox on the Dialcom electronic mail system, or call (202) 447-7454.