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# Inside Information

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1984  
AGRICULTURE

## AG COMMUNICATORS' CONGRESS GOAL REACHED

The goal of 400-500 registrants for the first U.S. Agricultural Communicator's Congress, June 24-27 in Washington, D.C., already has been met with registrations continuing to come in.

The goal was set by the congress' steering committee over a year ago when serious planning began for the event.

The program planning committee has been assured by the White House staff that President Ronald Reagan will address the congress. The President will lead a rather impressive list of notable political, economic and communications people who will speak to the assembled agricultural communicators.

The congress is being sponsored by five agricultural communicators' groups: ACE (Agricultural Communicators in Education), CEA (Cooperative Editorial Association), AAEA (American Agricultural Editors' Association), NAFB (National Association of Farm Broadcasters), and ARC (Agricultural Relations Council).

## NORTHEAST FARM COMMUNICATORS ORGANIZED

One of the newest agricultural communicator organizations is the Northeast Farm Communicators Association.

The group had its beginnings at an unofficial gathering last fall. The first meeting, hosted by Mal Boright, information officer for the Vermont Department of Agriculture, was held in mid-January at Burlington, Vt.

According to the latest NFCA newsletter, the association now has 39 paid members. The group draws its membership from the New England states, plus New York, New Jersey and Pennsylvania.

President is Ed Slusarczyk, Ag Radio Network, Utica, N.Y. First vice president is June Sekoll, COUNTRY FOLKS newspaper, Palatine Bridge, N.Y. Second vice president is Gordon Conklin, editor of AMERICAN AGRICULTURIST. Vanna Guldenschuh, with NEW ENGLAND FARMER, is secretary-treasurer, and Ruth Dennis is editor of the newsletter.

The Northeast Farm Communicators held their second meeting in March in Syracuse, N.Y., in conjunction with the American Dairy Association's annual meeting. A third meeting will be held in October.

## TWO USDA AG COMMUNICATORS RETIRE

Two well-known agricultural communicators -- Ed Curran and Del Jaquish -- have retired from USDA after more than 50 years of combined federal service.

Curran retired after 19 years service with the News Division of USDA's Office of Information.

He had been editor of the popular newsletter, "Farm Paper Letter," and had been the principal link between agricultural writers and editors and USDA's information sources.

Before joining USDA in 1965, Curran had edited the FARM QUARTERLY magazine and served as agricultural writer and editor for other publications.

He has joined Webster Communications, publisher of the FOOD & FIBER LETTER and other newsletters. Curran will edit the WASHINGTON FARMLETTER.

Jaquish retired as deputy director of the Forest Service's Office of Information, ending a 31-year career with that USDA agency.

Previously he had served as regional information director at Milwaukee, Wisc., and as information head for the forest products research laboratory in Wisconsin.

Although he grew up on a California farm, Jaquish's interest in forestry dates back to 1945 when he served on the fire crew in the Sierra National Forest in California. Later he served two seasons as a smokejumper in Oregon.

The Jaquishes plan to open an arts and graphics business in Coeur D'Alene, Idaho.

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HATCH CENTENNIAL EXHIBIT PLANNED

As part of the Hatch Act centennial celebration, an ESCOP (Experiment Station Committee on Organization and Policy) subcommittee is working with the Smithsonian Institution concerning a possible exhibit in the Museum of American History in Washington, D.C.

The subcommittee is asking help from the states and others for this task. Objects for display should include not just pictures of history, but objects that help tell the story of a "Century of Science."

Filmore Bender, University of Maryland, is organizing the collection of information on possible display items suitable for inclusion in an indoor display which could be loaned to the Smithsonian for 6 months to a year.

For more information, contact Dr. Bender, Associate Director, Agricultural Experiment Station, University of Maryland, College Park, MD 20742, or call (301) 454-6721.

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SCIENCE-EDUCATION AUDIOVISUAL AVAILABLE

The Office of the Joint Council on Food & Agriculture Sciences has developed a 12-minute slide-tape presentation on needs assessment.

Suitable for the public, the slide-tape describes the importance of U.S. food and agriculture science and education activities to the nation, and to the national economy.

It depicts the most urgent needs of research, extension and higher education.

A copy of the slide-tape presentation was sent to the college of agriculture dean at each of the land grant universities, both 1862 and 1890.

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TWO USDA INFORMATION POSITIONS OPEN

Two public affairs specialist openings have been announced by two USDA agencies -- one in Washington, D.C., and one in New Orleans, La.

The Food Safety & Inspection Service, in Washington, is seeking a GS-9 or GS-11 public affairs specialist to assist with the planning and writing of a variety of informational materials about the meat and poultry inspection programs.

Deadline for applications is July 16. Contact Cindy Owensby, Personnel Office, FSIS, Room 3161-S, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-6617.

The Agricultural Research Service, in New Orleans, is looking for a GS-11 or GS-12 public affairs specialist who will be responsible for planning, preparing and coordinating current information activities through news media and organizations in support of USDA research programs.

Deadline for applications is July 2. Contact Judy Ruth, Personnel Office, ARS, Building 003, Room 107, BARC-West, U.S. Department of Agriculture, Beltsville, MD 20705, or call (202) 344-2701.

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FOOD & FITNESS FAIR II PLANS UNDERWAY

Plans are well underway for the second "Food and Fitness Fair" to be held on The Mall, across from the USDA building, in Washington, D.C., in August.

Lillie Vincent, public affairs specialist with the Special Programs Division in USDA's Office of Information, and others are already very busy in making the arrangements for the exhibits and preparing the supporting informational materials for the event.

Forest Service's two very famous "employees," Smoky Bear and Woodsy Owl, have agreed to help get the word to the hundreds of people visiting the nearby Pavilion (the renovated Old Post Office Building now housing several eating establishments) during the week of the F&F fair.

Table tents, posters and other information will be displayed in all GSI cafeterias around Washington, D.C., to help alert thousands of government employees to the F&F Fair on The Mall.

Further information about the Food & Fitness Fair is available from Lillie Vincent, Room 536-A, Office of Information, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-5881.

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WHO INQUIRED ABOUT SATELLITE INFO?

Jim Johnson, chief of the Radio & Television Division in USDA's Office of Information, received some inquiries for more information about the radio and television satellite efforts in USDA as the result of the "Inside Information" item (May 7).

Unfortunately, the names of the inquirers were misplaced, so Johnson now doesn't know who to respond to.

Therefore, if you are one of the inquirers (or want to be), identify yourself to Johnson and he will provide to you the information you wanted.

Johnson's address is Radio & Television Division, Office of Information, Room 410-A, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-4330.

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## ELECTRONIC PUBLIC INFO NETWORK PLANNED

A federal electronic mail network, linked with special electronic publishing services has been proposed to public affairs/public information officers.

The proposal was made at a meeting of public affairs representatives from several federal departments and agencies in Washington, D.C., including USDA and the White House, by officials of ITT Dialcom Incorporated.

In addition to providing some specialized software and more attention to federal agencies' electronic information needs, ITT Dialcom would establish a one-stop federal electronic news service.

The latter idea would incorporate the current "USDA Online" and FDA's "Electronic Bulletin Board" services, along with others being planned or developed for other departments and agencies, into one "federal news service."

According to Dialcom officials, ABC News has said that if most of the federal agencies put their news into an electronic data base, they would very definitely be a "subscriber." The consensus was that other networks and most major news services would desire this type of electronic news service.

The National Association of Government Communicators is interested in working with ITT Dialcom Incorporated and the various government agencies in furthering this proposal. Another meeting is planned soon.

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## FIRST 'MONTANA AGRESEARCH' PUBLISHED

The first issue of a new journal has been published by the Montana Agricultural Experiment Station.

"Montana AgResearch" is a refereed journal intended to inform agricultural decision makers and innovators of the details of research conducted at the Agricultural Experiment Station at Montana State University and at the station's seven research centers.

The journal will be published quarterly and will include technical articles written by researchers working in all disciplines studied at the Experiment Station, from economics and genetics to range research and development of new foods which use Montana-produced commodities.

Anyone wishing to receive a copy of "Montana AgResearch" should contact Carol Flaherty, Editor, Hamilton Hall, Montana State University, Bozeman, MT 59717, or send a message to AGS\_\_\_ on the Dialcom electronic mail system.

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## FORMER PENNSYLVANIA RESEARCH EDITOR DIES

Franklin P. Ferguson, retired Agricultural Experiment Station editor at Pennsylvania State University died recently.

Ferguson helped to start the Penn State Experiment Station's Progress Report series in 1948 and the station's research quarterly, "Science for the Farmer," published more recently as "Science in Agriculture."

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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 either Stan Prochaska or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or to AGR002 mailbox on the Dialcom system, or call (202) 447-7454.