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WHAT'S IN "INSIDE..." Even if our plant has run out of hot pink paper, we're hopeful you'll find this issue full of hot information...like...names of some award winners...reminders of structures meetings...a report on what Bob Kern's been up to regarding NPAC II...and a few job announcements...read on.

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DOWN TO THE WIRE

The dates for the structures conferences are almost here. Hopefully, you or some of the folks you work with received a copy of "Structure Issues of American Agriculture." That's the title of a new publication prepared by Economics, Statistics and Cooperatives Service (ESCS) people. The book is a collection of essays for the upcoming meetings. If you didn't get a copy, probably you can by writing ESCS Publications, USDA, Washington 20250.

cop 2

The book not only has some weight to it...it's also heavy reading. But if you're of a mind to participate in or become knowledgeable about structures issues, you'll find it the thing for you.

About the same time, structures projects folks printed an explanation of the whole idea...why the dialogue, what the issues are, what's being done, where the public meetings will be held, how folks can take part and what happens next. If you didn't get a copy of that brochure, write "Inside..." and we'll ship one off to you. Ask for "Legacy for the Future: A Dialogue on American Agriculture."

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FACSIMILE, ANYONE?

Stan Prochaska, managing regional inf operations from GPA, has a new telephone facsimile unit installed and operating. The machine--reachable at (202) 447-5340--can receive and send simultaneously and gives good quality at 4-minute settings. It's also compatible with several makes, but if any of you have need to send something at a slower speed, make a telephone call in advance, since Stan has his machine set to receive everything at 4 minutes.

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AROUND THE HALLS

The halls are crawling with familiar faces this week, mainly since this is Outlook Conference week.

Even so, we saw a couple of folks who are not here for Outlook... Mary Jane Duff, recent appointee for inf in the Missouri State office of Agricultural Stabilization and Conservation Service and formerly of the U. of Missouri; Eldon Fredericks, Michigan State U., here to help plan livestock meetings to be held later.

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THINK HARPERS FERRY

Speaking of meetings...Noah Perry, West Virginia Dept. of Ag. and president of the Southern Assoc. of Inf Officers of State Depts. of Ag., has announced that the 1980 SAIOSDA meeting will be held at Harpers Ferry, W. Va., July 27-29. Place will be at the Cliffside Motor Inn.

Also, there are plans afoot to hold the national meeting in New Mexico. Maybe we can get definite plans soon from COSDA president Lana Dickson.

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WANTA STRATEGIZE?

There's a 3-week course in "Communication Planning and Strategy in Rural Development" scheduled for July 20-Aug. 8 at Cornell U., according to Bill Ward who came through D.C. last week.

Tuition, fees and materials are to cost \$650; room and board about \$400. For further information and application forms, contact Roy D. Colle, CPS, Dept. of Communication Arts, Cornell, 640 Stewart Ave., Ithaca, N.Y. 14850.

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ROSES TO BRENDA

Last week, Brenda Curtis-Heiken, GPA, received the 1979 Gold Screen Award for Outstanding Performance for a program for radio from the National Association of Government Communicators.

Brenda got the award in Philadelphia. She'd submitted a cut from her "Pathways" radio feature that she produced when she worked for the U.S. Travel Service in the Commerce Dept...before she joined USDA.

Jim Johnson, GPA radio honcho who gave us the dope about Brenda, points out that Brenda identifies herself as Brenda Curtis on the program...that was before she married Fred Heiken and "became a hyphenated Heiken."

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HE'S QUITE A FELLOW

An item from the newsletter of the International Agric. Development Service in New York City notes that Francis C. Byrnes has been elected a fellow of the Society for Applied Anthropology. Frank is IADS program officer for training and conferences..recently was a discussion leader at the Science Information Conference in Ames.

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HELP!

Judging by the requests for information GPA has been receiving... says Ted Crane of Special Reports...schools around the country must be intensifying their career education programs.

USDA has woefully little inf about careers in agriculture, so Ted asks any of you with material suitable for use in elementary and

high schools to share it with him. (Maybe we can talk him into summarizing what he gets in case others of you want to know what's available.

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YEP, IT'S ALL YOURS

If you haven't received a copy of "Your United States Department of Agriculture," write and we'll get a copy to you. It's a 32-page brochure about USDA's responsibilities, how it started, its relationship to land-grant colleges, activities of its various parts and how it's organized.

For the umpteenth year, the brochure has been one of those handy-dandy items to give to people who wonder about us.

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WEST OF THE POTOMAC

When the West Virginia Extension Service announced some top awards last week, inf staff members were in the spotlight. Florita Stubbs Payne, press specialist, was one of three cited as a "Young Professional." Jack Johns, radio/TV specialist, was honored as an "outstanding extension educator" among the area and state staff personnel...then was named "THE outstanding extension educator of 1979" from among all the staff of the Center for Extension and Continuing Education.

Among witnesses to all this about Denny Godrey's staff was Bob Kern, currently on assignment with GPA. Bob was there for a couple of presentations to the annual conference. One of the planners for the conference was former comm. staffer Foster Mullenax, now a division director on the extension program management staff at Jackson's Mill.

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SEARCHING LITERATURE

While we're making reports of Bob Kern's doings, we should note he's found that the literature in comm. hasn't shrunk in the last 20 years. In his work, he's trying to search the literature in these topics: communication theory, instructional; interpersonal and organizational; mass communication; diffusion; advertising, marketing and public relations; international; low-income and small farmer audiences.

He's concentrating now on recent books and monographs that deal in those interest areas.

In mid-Oct., he spent a couple of days at Stanford U. visiting with Everett Rogers and several of his colleagues...they showed him some papers not yet into the literature.

We're hopeful of reporting in more detail some of the findings Bob's made...so keep tuned.

* * *

JOB HUNTING?
TRY IOWA

Leon Thompson, who took Bob's spot at Iowa State U., writes that he's seeking applicants for a communication specialist. Individual should have a bachelor's and a master's...preferably one in agriculture and one in journalism. Applicants should have a minimum of 5 years' experience in commercial or land-grant communication too.

If interested get in touch with Leon (515) 294-4923 or write him at 103 Morrill Hall, Ames 50011. Deadline for filing is Dec. 1.

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OR...TRY ARKANSAS

Doug Darden, Arkansas Extension Service at Little Rock, also is looking for a communication specialist. A master's is required, a PhD preferred. At least one degree must be in communication, preferably journalism. Preference will be given to persons with 2 years' professional experience in extension or ag comm with demonstrated ability as a writer plus training or experience in another communications medium.

Applications should be received by Dec. 1. If interested, get in touch with Doug (501) 376-6301 or write him at 1201 McAlmont, P.O. Box 391, Little Rock 72203.

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LOOKING FOR JOBS

Among folks looking for jobs whom we heard from last week are: Jeff Holladay, presently inf director for the Oklahoma Department of Agriculture. He prefers university extension inf or state department of agriculture work in the Southwest...in Texas if he can get there. Jeff has more than 10 years' experience with newspapers and 3 years of public inf work in Texas and Oklahoma. He's reachable at P.O. Box 795, Noble, Oklahoma 73068.

Then we also heard from Michael J. Neal, who presently is employed at the Iowa State U. film production unit. He's working on the production of a film about the development of the first digital computer and is writing and directing a video tape about careers in foreign languages. He'll also be receiving a CINE Golden Eagle award this month for the film, "When We Farmed with Horses." Mike's address is 901 SE Oralabor Rd. #22, Ankeny, Iowa 50021. Or call him at (515) 964-7795.

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PROCUREMENT SECTION
CURRENT SERIAL RECORDS

We had a visit the other day from Edith Kermit Roosevelt, free-lancer and naturalist writer/editor. (Yep...you've heard that name before. She's granddaughter of Teddy.) She's interested in USDA inf employment and holds a GS-12 rating. She's reachable at 1661 Crescent Pl., NW, Washington 20009; telephone (202) 387-3957.

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WALL HANGINGS ANYONE?

Remember the "America, the Beautiful" photographs...depicting conservation activities in each state that first were available in the 1950s? Well...they're still around, but a new batch of rural scenes is about to be produced.

Hopefully, GPA Photography and Design Divisions will prepare a portfolio of agricultural scenes and artwork that everyone will want to dress up offices and meeting rooms. Price will be around \$5 to \$6 for a set. More later.

* * *

SORRY ABOUT THIS...

Jim Johnson, GPA, says his favorite headline hangs on his bulletin board..."Grannie Smith Continues to Arouse Interest." He says it's from the Goodfruit Grower Magazine...which gives a clue to who Granny Smith is--an apple variety. (Well, we thought you'd like to know. Jim was feeling pretty good this week and so were we.)