

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



a 81
U55
Reserve

Inside Information

U.S.D.A.
NAT'L AGRIC LIBRARY
RECEIVED
JAN 25 '82

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington, D.C.
20250

VOLUME 3, NUMBER 30

DECEMBER 21, 1981

INSIDE THIS "INSIDE" *PRODUCTION* *NON* *CURRENT SERIAL RECORDS* Page

USDA unveils 1981 Yearbook of Agriculture, "Will There Be Enough Food.....1	
USDA and University of Wisconsin films receive CINE Golden Eagle award....1	
Agricultural communications positions open in New York and Tennessee.....2	
USDA's 1981 Fact Book of U.S. Agriculture is about ready.....2	
Listing of U.S. Department of Agriculture's communications officers.....3&4	

USDA UNVEILS 1981 YEARBOOK AT MEDIA EVENT

U.S. Secretary of Agriculture John R. Block unveiled USDA's 1981 Yearbook of Agriculture in front of a huge display of food, representing the amount and kinds of food consumed annually by the typical U.S. family of four.

The food and other exhibits were used to highlight the title of the yearbook, "Will There Be Enough Food?" The event was covered by nearly 70 reporters, writers and broadcasters--a record for the annual unveiling.

Yes, there will be enough food if certain things are done such as safeguarding the country's soil and water, authors in the yearbook say.

The subject for the yearbook was selected shortly after Secretary Block took office last January. The writing and editing began shortly afterwards.

Jack Hayes, yearbook editor and member of the Office of Governmental & Public Affairs Publishing Center staff, says the 1981 yearbook shows how U.S. food production, besides filling our needs for good food, lines the pockets of countless U.S. citizens by providing more paychecks than any other industry, and how U.S. food helps ease hunger around the world.

The yearbook has 344 pages including a 32-page color section. It also contains 30 chapters, numerous vignettes and over 100 black and white photos.

Members of Congress received nearly 233,500 copies for their free distribution to constituents.

In addition, the Yearbook of Agriculture may be purchased for \$7 at federal government bookstores around the country, or by sending a check or money order to the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. USDA has no copies for free public distribution or sale.

"Will There Be Enough Food?" is the 82nd volume to carry the title, Yearbook of Agriculture.

With the exceptions of the 1949 book on "Trees," 1952 book on "Insects" and 1957 book on "Soil," yearbooks from 1948 on remain in print and are available from the Superintendent of Documents.

USDA & WISCONSIN FILMS RECEIVE AWARDS

A new film, "Once the Fire is Out...What Next?," produced by USDA's Forest Service and Office of Governmental & Public Affairs' Video-Film Center, was honored recently with the 1981 CINE Golden Eagle Award.

Sharing honors for the production of the film were: Al Beaty, director and production coordinator and Paul Leger, technical advisor, both of the Forest

Service, and Bob Boyer, editor, and Ron Hamilton, cinematographer, both of the USDA Video-Film Center.

CINE, the Council on International Non-theatrical Events, recognizes outstanding films each year.

Two films produced by the University of Wisconsin's Department of Agricultural Journalism also won CINE Golden Eagle awards.

"Wisconsin Cheese for All Season" and "Agricultural Research at the University of Wisconsin" received the kudos.

Sharing honors from Wisconsin were Fritz Albert and David Hestad for the cheese film and Wolfgang Hoffmann for the research film.

COMMUNICATIONS POSITIONS IN N.Y. & TENN.

Three agricultural communications vacancies have been announced by Cornell University and University of Tennessee.

--January 10, 1982, is the deadline for applying to the Institute of Agriculture at University of Tennessee in Knoxville, for position of assistant communications specialist (medical illustrator).

The incumbent is responsible to the Director of Communications for preparing medical illustrations used in teaching materials and publications, supervising the publishing of printed medical materials, and coordinating the production of medical exhibits, displays and posters.

Send applications to Bill J. Reed, Director of Communications, Institute of Agriculture, University of Tennessee, P.O. Box 1071, Knoxville, TN 37901-1071; or call (615) 974-7141.

--January 15 is the deadline for applying also to University of Tennessee for position of assistant communications specialist responsible for disseminating information about agricultural research.

The incumbent is responsible to the Director of Communications for editing and publishing research bulletins, research reports and a quarterly research magazine, popularizing research activities for news media, and coordinating production of other materials to support research activities.

Send applications to Bill J. Reed, same address as above.

--February 15 is the deadline for applying to Cornell University for a agricultural communications-teaching position.

The incumbent will spend half the time in communications research with focus on rural or agricultural communications and will provide leadership for Cornell's new rural communications research program.

The incumbent will spend the other half time teaching two courses in mass communication theory and occasionally in-service education programs for the cooperative Extension Service professionals. Opportunity will be provided for involvement in international communication training programs.

A Ph.D in communication or closely allied field and working knowledge of Cooperative extension system is required.

Send application to Dr. Ronald E. Ostman, Chairman, Search Committee, Department of Communication Arts, 307 Roberts Hall, Cornell University, Ithaca, NY 14853.

FACT BOOK OF AGRICULTURE ABOUT READY

The 1981 revision of the "Fact Book of U.S. Agriculture" has gone to the Government Printing Office for printing, according to USDA's Office of Governmental & Public Affairs. Miscellaneous Publication No. 1063 should be available for distribution in early January.

U.S. DEPARTMENT OF AGRICULTURE'S COMMUNICATIONS OFFICERS

December 1981

This list gives the chief agricultural communications officers in the U.S. Department of Agriculture and its various agencies in Washington, D.C. When writing, address the person by name, the name of the agency, room number, U.S. Department of Agriculture, Washington, DC 20250. If calling by long distance telephone, the "direct dialing" area code is 202 for Washington, D.C.

OFFICE OF GOVERNMENTAL & PUBLIC AFFAIRS

Acting Assistant Secretary for GPA	Claude W. Gifford	536-A	447-8005
Ass't Public Affairs Director	Claude W. Gifford	536-A	447-8005
Publishing Center Head	Nelson Fitton	542-A	447-6623
Special Progs. Center Head	Theodore Crane	536-A	447-5163
Ass't Public Affairs Director	Stan W. Prochaska	407-A	447-7454
News Center Head	Ray Schleeter	404-A	447-4026
Media Liaison Center Head	Russell Forte	406-A	447-2505
Ass't Public Affairs Director	James L. Johnson	411-A	447-4613
Radio-Television Center Head	James L. Johnson	411-A	447-4613
Video-Film Center Head	Larry Quinn	1620-S	447-2592
Ass't Public Affairs Director	David A. Sutton	516-A	447-6641
Design Center Head	George Baka	516-A	447-4337
Photography Center Head	Byron Schumaker	4407-S	447-6633
Printing Center Head	Warren Bell	501-A	447-7509

OFFICE OF THE SECRETARY

Ass't to Secretary for Press	John Ochs	201-A	447-4623
Ass't Press Secretary	Dave Lane	201-A	447-4623

ECONOMICS SERVICES

Economic Research Service	Ben Blankenship	440-GHI	447-4230
Statistical Reporting Service	Ben Blankenship	440-GHI	447-4230
World Agricultural Outlook Board	Sally Michael	3510-S	447-5447

FOOD AND CONSUMER SERVICES

Food & Nutrition Service (Actg.) (address: 3101 Park Center Dr. Alexandria, Va. 22302)	Timmie Jensen	823 POC	756-3276 (a/c-703)
Human Nutrition Info. Service (Actg.) (address: Federal Bldg. Beltsville, Md.)	Betty Peterkin	367	436-8474 (a/c-301)

INTERNATIONAL AND COMMODITY SERVICES

Agric. Stabil. & Consv. Service	Ray Waggoner	26-W	447-5237
Federal Crop Insurance Corp.	George Vohs	4603-S	447-3287
Foreign Agricultural Service	Don Looper	5074-S	447-3448
Office of Int. Coop. & Develop.	Don Looper	5074-S	447-3448

MARKETING AND INSPECTION SERVICES

Agricultural Cooperative Service	Gene Ingalsbe	440-GHI	447-8915
Agricultural Marketing Service	Lew Brodsky	2624-S	447-6767
Animal & Plant Health Insp. Service	King Lovinger	1143-S	447-3977
Federal Grain Insp. Service (Actg.)	Joyce Lindahl	1641-S	447-8613
Food Safety & Inspection Service	John McClung	327-E	447-7943
Office of Transportation	Linda Roscoe	1405-Aud.	447-6153
Packers & Stockyards Admin.	Al Sylvester	3034-S	382-9528

NATIONAL RESOURCES AND ENVIRONMENT SERVICES

Forest Service	Robert Lake	3219-S	447-3760
Soil Conservation Service	Hubert Kelley	6210-S	447-4543

SCIENCE AND EDUCATION SERVICES

Agricultural Research Service	Bob Fones	3151-S	447-3988
Cooper. State Research Service	Mason Miller	6405-S	447-5641
Extension Service	Ovid Bay	3128-S	447-3029
National Agricultural Library (address: NAL, Beltsville, Md)	Eugene Farkas	4th Fl.	344-3778 (a/c-301)
Office of Science & Educ. Director	Alice Skelsey	436-A	447-4433

SMALL COMMUNITY AND RURAL DEVELOPMENT SERVICES

Farmers Home Administration	Stan Weston	4121-S	447-4323
Rural Electrification Adm. (Actg.)	Luis Granados	4042-S	382-1263
Office of Rural Develop. Policy	John McCarthy	5015-S	447-3333