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Inside Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington, D.C. 20250

VOLUME 6, NUMBER 8

July 16, 1984

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SOUTHERN STATE AG COMMUNICATORS MEETING

The Southern Association of Information Officers of State Departments of Agriculture holds its annual meeting-workshop at Nashville, Tenn., July 22-25. Mark McBride, SAIOSDA president and information officer for the Tennessee Department of Agriculture, promises an interesting 3-day program for southern state ag communicators and guests.

The vice president of the Nashville (Tenn.) BANNER will address the group at an evening banquet session. Tennessee Commissioner of Agriculture William Walker III, and former USDA Assistant Secretary of Agriculture, will address the communicators at the opening day luncheon.

Mark Randal, president of the national Communications Officers of State Departments of Agriculture and press secretary for the Illinois Department of Agriculture, will discuss information support for the Food & Agriculture Expo.

The exposition, sponsored by the National Association of State Departments of Agriculture and USDA's Foreign Agricultural Service, will be held in Kansas City, Mo., next year. It will be the second such expo, but the first to have extensive information support provided by the state ag information offices.

Howard Knotts, West Virginia Department of Agriculture's information officer, will show the slide presentation, "Think Agriculture -- Your Future Depends on It." In addition to the several sessions at the conference hotel, an agricultural tour is planned along with a visit to the Nissan USA truck plant.

Further information about the workshop is available from Mark McBride, Tennessee Department of Agriculture, Ellington Agricultural Center, P.O. Box 40627, Nashville, TN 37204, or call (615) 360-0117.

USDA VIDEOTAPES FOLK LIFE FESTIVAL

The Radio & Television Division and the Video & Film Division of USDA's Office of Information cooperated to videotape some activities of the just concluded annual Folk Life Festival on The Mall in Washington, D.C.

The four segments will be used in future editions of the USDA half-hour weekly television program, "A Better Way..."

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INFORMATION POSITIONS AVAILABLE

University of California has a position open for someone to lead and coordinate development and marketing of Cooperative Extension publications.

The individual will work closely with the university's publications unit manager and with various subject matter groups in reviewing publication needs and establishing overall publications goals. The job will involve more than 700 publications for such varied audiences as farmers, homemakers, gardeners, consumers, suburban ranchers, teachers, 4-H volunteer leaders and members.

Minimum qualifications for the position is a degree in journalism, communications or allied field, and 4 years experience in publications production and 3 years experience in marketing.

Send applications or inquiries to the Personnel Office, University of California, 2539 Channing Way, Berkeley, CA 94720. Deadline is July 27.

Washington State University is looking for a new visual communications coordinator, who will produce and coordinate production of a wide range of graphic arts. A B.A. degree in appropriate area is required; a portfolio will be required for an interview.

Contact Robert Thomas, Chairman, Information Department, 401 Ag Science Building, Washington State University, Pullman, WA 99164-62444, or call (509) 335-2952. Deadline is July 31.

North Dakota State University, where the Extension computer services are part of the NDSU Extension Communications Department, needs an Extension computer specialist. The incumbent will design and implement computer technology for the department, conduct training for the Extension Service staff in use of computers and will develop and maintain an electronic database of North Dakota Extension educational materials. An M.S. is required, along with a degree in computer science or related subject.

Request application form from Chuck Humphrey, Communication Department, 7 Morrill Hall, Box 5655, North Dakota State University, Fargo, ND 58105, or call (701) 237-7881. Deadline for applications is July 31.

University of Minnesota has announced an opening for a consulting communicator for Extension Service home economics. A master's degree and 10 years of professional experience is required.

Request application form from Kathleen Dalgaard, Cooperative Extension Service, 260 Coffey Hall, University of Minnesota, St. Paul, MN 55108, or call (612) 373-1865. Deadline is July 31.

Ohio State University is searching for a successor to Gary Nugent, former head of information and applied communications, who is moving to full time broadcasting/electronics communications.

Applicants for the information head position should send their applications to Ted Jones, 2120 Fyffe Road, Ohio State University, Columbus, OH 43210, or call (614) 422-4077. Deadline is August 1.

STUDENT INTERN JOINS USDA VIDEO UNIT

Marjory A. Small, a University of Maryland graduate student in educational technology, has joined the Video & Film Division in USDA's Office of Information as a volunteer intern for the summer.

Small will be researching studio lighting techniques and studio set design for the video unit. She will also observe production techniques and hopes to get some "hands on" experience while on assigned to the Video & Film Division.

SMITHSONIAN MUSEUM SHOWING USDA EXHIBIT

A USDA exhibit is on display in the Smithsonian Institution's National Museum of American History through mid-September.

The exhibit, titled "100 Years of Animal Health," features the fight against animal plagues that were ravaging the United States when the Congress created the Bureau of Animal Industry in USDA in 1894.

Functions of the Bureau of Animal Industry are now carried out by USDA's Agricultural Research Service, Animal & Plant Health Inspection Service, Food Safety & Inspection Service and Packers & Stockyards Administration.

Among the unusual objects to be displayed at the museum is a microscope used by one of the three USDA scientists whose work revealed the link between ticks and Texas cattle fever, now eradicated in this country.

A dozen dangerous animal diseases have been eradicated during the 100 years, beginning with contagious bovine pleuropneumonia in 1892 and ending with hog cholera in 1978.

Some animal diseases targeted for eradication, such as brucellosis and tuberculosis, can be transmitted from animals to people.

'AG IN THE CLASSROOM' COORDINATOR NAMED

Dr. Peggy Hart has been named USDA coordinator of the "Agriculture in the Classroom" program. She will coordinate USDA plans to expand the program nationwide by tieing-in private sector groups and state agencies.

Hart, a former educational administrator and teacher, had been serving as director of USDA's Food and Agriculture Council for the past three years, and had served as USDA's liaison for the Paperwork Reduction Act as a member of the Resource Management Task Force.

Before coming to USDA, Hart served as an educational administrator and taught at various institutional levels.

FOOD & FITNESS FAIR SET FOR AUG. 16-18

The second "Food & Fitness Fair" will be held on The Mall in Washington, D.C., between 12th and 14th Streets (near the Smithsonian Metrorail stop) on August 16, 17 and 18. Exhibits will be open 10 a.m. to 4 p.m.

The fair is sponsored by USDA in cooperation with the President's Council on Physical Fitness and Sports and with private industry.

For further information contact Lillie Vincent, Public Affairs Specialist, Special Programs Division, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-5881.

'RESEARCH 1984' REPORTS STILL AVAILABLE

USDA's Cooperative State Research Service has a new supply of "Research 1984, The State Agricultural Experiment Stations" (that's the Red, White and Blue report). Request for copies should be sent along with a self-addressed label to Patricia Lewis, Communications Specialist, Cooperative State Research Service, Room 206 West Auditors' Building, U.S. Department of Agriculture, Washington, DC 20250.

SURVEY SHOWS SHIFT IN NEWS READER TREND

Although more than half of Americans believe news stories are usually unfair and inaccurate, public support for freedom of the press is stronger now than five years ago.

That's the conclusion drawn from a study sponsored by the American Society of Newspaper Editors and paid for by United Press International.

According to a UPI story, the study indicates that the so-called baby boom generation is moving away from the 1970s emphasis on "how to cope" articles and now wants more hard news in their newspapers.

The survey was based on qualitative research conducted in six U.S. cities combined with interviews with 1,202 men and women 18 years of age and older nationwide.

Almost half those taking part said they read a newspaper more frequently today than they did five years ago.

However, 43 percent admitted they are often too busy to keep up with current events.

The UPI story said the study also found newspapers are more respected than television news, with 80 percent of those polled saying TV news stories make them want to get the details in the newspaper.

But they do not necessarily believe what they read.

A majority of those who had an opinion, 56 percent, said they think newspapers are usually biased, but only 38 percent believe their home town newspaper is unfair.

Interestingly, 53 percent believe newspapers are usually inaccurate, but 84 percent described the paper they read as accurate.

Support for freedom of the press also is growing, the survey found.

Despite the advent of new information services such as videotex, teletext and computer data bases, 75 percent said newspapers are here to stay. However, younger people were somewhat less convinced of this.

MAGAZINE ADVERTISES 10 USDA PUBLICATIONS

FAMILY CIRCLE magazine has listed 10 USDA publications in the July issue which are available from the U.S. Consumer Information Center in Pueblo, Colo., for a \$1 "user fee" to cover postage and handling.

The inclusion of USDA publications was approved by the Publishing Division of USDA's Office of Information as part of a project by the CIC to get rid of excess publications in their stockroom.

The USDA publications advertised in FAMILY CIRCLE are:

The Thing the Professor Forgot; Year-Round Gardening with a Greenhouse; Growing Fruits and Nuts; Vegetables in Containers; Remodeling a House--Will It be Worthwhile?; Money Saving Tips for Home Appliances; Keeping Family Household Records; Family Work and Storage Areas Outside the House; How to Buy Large Cuts of Meats; and Visiting People on a Dairy Farm.

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 AGRO02 mailbox on the Dialcom system, or call (202) 447-7454.