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IN THIS CORNER

This is Hispanic Heritage Week, so we've got some Hispanic news. Then we're proud to report the popularity of agricultural publications...some job announcements and other kinds of comments... plus a regional information office report. You'll also find more as you read through this issue.

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OLE, YOU ALL

There was a festive atmosphere around the Department this week as we observed National Hispanic Heritage Week. Phil Villa-Lobos, GPA, had his hands full coordinating everything. GPA's new editorial assistant, Mara Guerrero, gave a poetry recitation in Spanish and there was a film festival of Hispanic films.

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But more down to earth for inf purposes was the beginning of a new Spanish language radio tape service. Phil and Mara began the first of a weekly collection of items which will go to more than 700 stations who broadcast in Spanish. The service, being sent through GPA's Radiô-Television Service, contains news of interests to both consumers and farm folks about USDA's programs and activities. There'll be about 4-5 items each week.

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SEE NEW MEXICO

In a few weeks, the National Agricultural Library, now the Technical Information Service (TIS) of the Science and Education Administration (SEA), will display a photo exhibit about ranch life in New Mexico. That's Oct. 25-Dec. 7.

The exhibit is being cosponsored by the New Mexico Congressional delegation through its special projects office and SEA/TIS. As we get more information about the exhibit, we'll pass it on to you.

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MORE TRANSLATIONS

John Adams, U. of Neb., wrote that he was quite interested in the item "Inside..." had a few weeks ago about Jeff Holladay's story that got picked up and published in Columbia.

So John sent us two copies of an article he originally wrote for "The Furrow," which were reprinted in an English edition and in a South African edition. The latter was translated to Afrikaans. Both used exclusive metrics, spelled "center" as "centre" and called alfalfa "Lucerne." John says the article also ran in a Canadian edition.

If you've a record on number of translations of a single article, send them our way. John says he's interested...so are we.

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SCORE FOR
PUBLICATIONS

One measure we have of responsiveness to the needs of the public is the number of USDA pub's carried by the Consumer Information Center (CIC), says Claude Gifford, GPA.

CIC can select pub's from anywhere in govt., and it picks those it feels will be of greatest interest and value to the public.

A new summer sample survey shows that 31 publications from USDA accounted for 22-1/2 percent of the 138 free publications offered by CIC. That's more than a fifth of all govt. pub's selected by CIC.

So, how did USDA pub's do in the summer survey--which measures demand?

The top 3 pub's were from USDA...only 6 publications from all the rest of govt. made the top 15. USDA had the other 9...we had 12 of the top 25...we had 23 of the top 50.

Giff says we can also look at it still another way: The rest of govt. supplied 47 of the bottom 50...we supplied 3 of the 50. So USDA pub's provide 6 percent of the bottom 50 and 46 percent of the top 50.

On sales publications? CIC offered 85 titles for sale. USDA provided 32, or 38 percent.

Of those publications for sale, USDA had 2 of the top 10 this summer...5 of the top 15...12 of the top 25.

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LAND HO!

We're told a specific report on foreign ownership of land is due in a few days. But meanwhile, if you haven't seen the recent booklet by the Economics, Statistics and Cooperatives Service (ESCS) called "Who Owns the Land," by all means get one.

It's a preliminary report of a U.S. landownership survey and is filled with fascinating facts. Like...about 40 percent of the U.S. land area of 2.3 billion acres is owned by Uncle Sam and state and local govt. That leaves about 60 percent in private hands. Half of that privately owned land is owned by only 1 percent of the landowners. Over 80 percent is held by individuals or families... about 30 percent of the privately held land has been acquired since 1970.

Write ESCS for the publication if you don't already have one. Ask for ESCS 70 and use the title above.

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HAPPY TRAILS, ROY

Well, word slowly gets around. Sometimes when you fail to see someone after a few days, you just figure that someone is on a trip or taking vacation.

So...we were somewhat chagrined to learn late that Roy Battles, Farmers Home Administration, retired Aug. 31. We'll be hearing more from him, we know, for Roy is Secretary for the Agricultural Relations Council and is editor of the ARC newsletter, called "ARClight."

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THEN THERE'S SMOKEY

Whenever there's a major forest fire, it's always amazing how quickly the major network news people get there and begin to cover the event. Comes now some insight as to how that happens.

According to a recent letter from Barry Petersen of CBS News, Los Angeles, practically everyone in the Forest Service (FS) was responsible for the coverage of the summer fires in Idaho.

Well, no, that's not quite true. Petersen singled out Bob Bjornsen, who was assigned to the Boise Interagency Fire Center and made himself available for interviews before and after his many other duties.

Then at the Payette National Forest, where a CBS News camera crew spent a night for a story on life on the fireline...there was Gene Benedict, who helped in the necessary paperwork; John Hooper, who helped in planning; and Al Stillman, Dick Foster and Phil Vance helped plan the logistics.

Petersen said the result was a story on Aug. 11 that illustrated the difficulties faced by men and women firefighters as they tried to contain a fire in a remote, rugged area.

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SO TRY THE FS

Now here's your chance to get in on some of those intriguing Forest Service activities: Write or call Lynn Smith, (404) 881-3841, at 1720 Peachtree Rd., N.W., Room 812, Atlanta, Ga. 30309. Then ask about vacancy No. R814-249-79 which is for a visual inf specialist, GS-11.

Individual hired will provide visitor information and inf services at the Mt. Rogers National Recreation area...needs 3 yrs general experience in visual comm plus 3 yrs experience in planning, preparation and use of photographs, illustrations, drawings and other artwork and visual material for use in communicating inf through visual means.

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MIDWEST COSDA TO MEET

Ann Chadwick, Missouri Department of Agriculture, is president this year of the midwestern COSDA group. She called the other day to advise us that the group will meet Oct. 24-26 at the Lodge of the 4 Seasons in Lake Ozark, Mo.

She is planning sessions on speechwriting, design, telling the story of international marketing, launching information campaigns and a round table about Midwestern agricultural problems.

Several folks from USDA in D.C. will attend...including King Lovinger, Animal and Plant Health Inspection Service, Don Looper, Foreign Agricultural Service, and Larry Quinn, GPA.

Some of the folks will drop by after the close of the Science Information Conference at Ames, Iowa. (BY THE WAY, HAVE YOU SENT IN YOUR REGISTRATION?)

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YEP...PRICES DO RISE

Agency inf directors and pub editors heard from GPO and Sup Docs earlier this week in the weekly inf directors meeting. One

tidbit: Average subscription cost for USDA periodicals was \$4.68 a year for 1967-69 compared to \$12.48 now.

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HUNTING A JOB

A. Lee Dancy, spring graduate of Eckerd College in Florida, writes that he's available for an information job someplace. He's most interested in a govt. job.

Dancy majored in political science and minored in journalism and writing. During the past three summers he worked for newspapers as a summer intern.

If you're interested in his resume and clippings of stories he's written, contact him at 117 Eldorado West, Cape Coral, Fla. 33904. His phone number is (813) 542-6745.

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WAY OUT IN COLORADO

An interesting note from Joe McClelland, retired editor from the U. of Arizona, reveals that while he's still living on the ranch to which he retired in 1970, he does as "little as possible."

Joe--known as "Cactus Joe"--says he has had cattle around by leasing his pasture, but not this year...lots of snow last year but none the winter before leaves his area still in a drouth situation. His address: Micanite Route, Canon City, Colo. 81212.

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MORE ON ELECTRONIC NEWS

A few weeks ago, regional AMS information officers met in New York City for their quarterly conference and saw another of the exciting electronic news systems that keeps intriguing us all.

They visited UPI's international news headquarters and examined UPI's NewsShare electronic home terminal system

Original purpose of the system was to tap the expanding market of electronic home computers...but industry and govt. (particularly Congressional offices) are fast seeing other values to the system.

NewsShare allows newspapers to market news products through more than 500,000 personal home computers operating now and another 10,000 being sold every week. Idea is to put newspapers in the electronic news delivery field by selling local news and ads to home computer users.

The system uses the facilities of Telecomputing Corp. of America, McLean, Va. Office computer owners throughout the country can access the TCA system quickly and easily via toll-free, dial-up telephones. Also, the system allows one to check all stories on the UPI wires--including agricultural or USDA stories--anywhere in the country at any moment and up to the past 7 days.

A "chat" feature allows people to talk to each other via the keyboard and video screen...so the system can be a communication device as well as a news source.

GPA hopes to have a demonstration soon in D.C. Maybe the system will have possibilities for adapting present equipment.

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