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IN THIS ISSUE

Some structures material...some views on communication barriers... a revised pamphlet you may want...a futuristic look at news, maybe...and some job opportunities here and there. Keep reading.

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STRUCTURES BEGINNING TO JELL

Reserve

Very shortly...it says here...you'll be receiving copies of an Issue Briefing Paper on structures. Meanwhile, you should have received a copy of a speech Sec. Bergland recently gave at the 4th National Conference on Rural America here in D.C. In that talk, he pointed out the need to broaden the concepts of efficiency and productivity. He said, "We've got to measure efficiency in terms of what it costs when rural people are shoved off the land and onto the public dole...to measure productivity in terms of what it costs in soil erosion and environmental pollution."

"Inside..." recommends that you read that speech. If you don't have a copy...let us know and we'll get one to you. Meanwhile, as soon as the Issue Briefing Paper is printed, we'll forward it to you. If you don't want it...pass it on to someone else.

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BYE, BYE BARRIERS

When the D.C. region of ACE teamed up with GPA last spring to hold a workshop, participants came up with a list of communication barriers relating to their jobs. Larry Quinn, GPA, got them summarized recently so "Inside..." has briefed the list to share with you. Maybe you'll see some common concerns among them...and if you've another idea for solutions, let us know.

Management...inf people aren't included in management planning... "they" work 3 years on a project then expect us to print it overnight. There is management distrust of inf people...some program people don't think they are accountable to the public. Solutions: Inf people may need some management training, might become more integrated with management, should offer ideas to management, should make sure management knows inf people work for the public, and should attempt to end the adversary relationship between inf people and management.

Misunderstood Role of Women...where a woman sits in an office is critical...people automatically think that a woman is the secretary if she sits in the front of the office. Solutions: Have the supervisor advise staff of roles; choose appropriate seating.

Conflicting Ethics...Inf specialists are in a dilemma between the responsibility to disseminate facts, to take a position, or not to put the information out at all. What happens when you disagree with a decision or with your superior? Do you go along or do you resign? Solution: Be more of an information gatherer than a disseminator.

Differences in Standards and Goals...agencies and GPA often differ. Solution: Set standards that all agencies can follow and issue directives from the Secretary or Deputy Secretary.

Lack of Communication...There is a lack of internal communication. Assignments are made, then after completion many people learn they have been working on the same assignment! Solutions: Get to know people who do similar work; contact them direct to find out what they're working on; open, and keep open, lines of communication within and among inf staffs.

As we say, these are some of the barriers. It appears to "Inside..." that some of these are related to each other. It also appears that they have been around for some time, unfortunately.

* * *

STARVING? NOT YET

Another Larry...Larry Marton, GPA Special Reports, notes that the brochure, "Is the World Facing Starvation?" has been revised and reprinted. Past editions have been extremely popular. The booklet addresses common questions many people are asking today, such as whether famine is widespread, how much malnutrition there is, if the world's food supply is large enough to meet everyone's minimum needs, how much world food production would have to increase to solve the hunger problem, and if the world is running out of land on which to raise food. Write the Publications Division, GPA, for a copy.

* * *

ALL WE NEED IS...

From the National Agricultural Library newsletter (NAL is now called Technical Information Systems of the Science and Education Administration) comes this futuristic note: "United Press International has announced that its world news report will become available to owners of home computers under an agreement between UPI and Telecomputing Corporation of America of McLean, Va.

"UPI's full news report will be delivered at high speed into a TCA computer at Silver Spring, Md. Home computer users will be able to connect with the computer by dialing a local telephone number in most cities in the U.S. Once connected with the computer the home user will call out items of particular interest by punching simple codes on a key pad. TCA will also provide such services as electronic mail, business packages and a library of 2,000 programs to home computers."

* * *

JIM DROPPED BY

"Inside..." had a quick visit from Jim Whorton, SEA regional inf officer from Oakland, Calif. He was enroute to the national ACE meeting in Delaware...where a number of D.C. folks went during the week.

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MORE ON THAT BOOK

Remember a week or so ago we reported about the New York firm that printed a book with the wrong listings for sodium? A letter from SEA asked that the book be taken off the market. The firm did... and even shredded some copies. (So, table salt does have sodium, after all.)

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ENVIOUS? YOU BET

Gary Crawford, GPA, has a month off to work with Disney Studios in Calif. helping to produce sound effects for some children's records. Gary, who often jazzes up some otherwise plain (we won't say "dull") radio tapes here, figures the assignment will charge his batteries and we agree.

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ON THE AIR

Next week is "radio time" for agency inf directors. Jim Johnson, GPA, and Doug Wakefield, SEA, will perform. Doug will tell about his "News Feature Five" program. He's just started his second year on it and now distributes it to 52 all-news stations, primarily in major markets across the country.

The series is mailed weekly on 1/4" audio tape...each tape contains a five-part story with each part self-contained so that the listener gets a complete bit of information if he or she hears only one segment. If the listener hears more than one segment then the effect is a development of a mini-documentary type story. Each segment runs about 90-seconds, but length and format are tailored specifically for the needs of all-news stations.

Jim Johnson says a spot check of some of the stations carrying Doug's series showed that some stations use the program as a weekend feature...others use it for both science and consumer programming. Subject matter is consumer-oriented with the story ideas coming from research findings.

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HUNTING? TRY ARK.

Doug Darden, extension service, Little Rock, has notified us that he's looking for someone with training and/or experience in working with more than one medium...someone who can work with the various program areas and help package communication efforts to do specific jobs for designated clientele.

A master's degree is required...PhD preferred. At least one degree must be in communication, preferably ag or home ec journalism.

Deadline for applying is July 19. Send to U.G. Word, Jr., State Leader, Personnel and Staff Development, P.O. Box 391, Little Rock 72203.

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OR, TRY NEB.

John Adams, U. of Neb. writes that his university is seeking applicants for the job of head, department of agricultural communications. Deadline for application is August 15.

Responsibilities of the job include administration of information and communication programs in the divisions of extension, experiment station, college of agriculture, water resources center,

conservation and survey, and international programs. Staff supervision includes that of 20 professionals, a printing and classified staff, plus staff recruitment and evaluation and budget management.

A PhD is preferred...master's required...with credentials in communication and agriculture or home ec, professional experience in either ag or home ec communication. Experience in administration and/or commercial media is desirable.

Send inquiries and resume to John, Chairman, Search and Screening Committee, 108 Ag. Communications, East Campus, U. of Neb., Lincoln 68583...or call him at (402) 472-3006.

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HOW ABOUT USDA?

Foreign Agricultural Service (FAS) is seeking a GS-14 Current Inf Branch Chief...must have 6 years of pub inf experience working with media, plus a strong background in journalism. Don Looper, (202) 447-3448, can tell you more about the job. Apply by July 24 to Eleanor Kaniecki, (202) 447-3267, Personnel Div., FAS/USDA, Room 5627S, Wash., D.C. 20250.

Or...check out the GPA opening advertised in USDA personnel folders lately. It's for a GS-9 visual production specialist who will serve as a trainee to help create, direct and edit audio material for films. Apply by July 23 to Lula Fogle, (202) 447-5806, or write Office of Personnel, USDA, Room 150W, Administration Building, Wash., D.C. 20250.

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HOW'S THIS FOR
OPENERS

Claude Gifford, GPA, sends us this speech opening: "First, I'd like to know if there is any press representation here today." Then the speaker slowly surveyed the room...as did the audience. No hands went up. "Fine," the speaker said. "Now I would like to talk frankly with you about some things."

Giff says the opening was effective...people anticipated an "inside" story (Wups!) and they continued to feel that way throughout the talk. If the press had been there, Giff thinks the speaker might have said something like: "I'm going to talk about some things very frankly today, so I hope you don't get me in trouble," or, "I'm going to deal with some things very frankly with this group, and if you have any question about what I really mean, I hope you'll come up afterward and ask me about it."

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