

## **Historic, archived document**

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



AS1  
.455  
Reserve

# Inside Information

ct

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 7, NUMBER 3

FEBRUARY 11, 1985

## INSIDE THIS "INSIDE"

Page

University of Missouri will hold Agricultural Communications Conference.....	1
San Francisco is site of CASE Research Communications Conference in April....	1
Technical communicators announce 32nd ITCC conference to be held in Houston..	1
Secretary Block achieved a new first with USDA satellite press conference....	2
Establishment of Empire State Food and Agriculture Leadership Institute.....	2
Conference on International Agricultural Programs and Communications.....	2
APHIS, FSIS and ARS are seeking information specialists to fill vacancies....	3
Washington State University's College of Ag and Home Economics needs editor..	3
NAGC's Blue Pencil Competition, Gold Screen Competition will be held in May..	3
Gannett to offer "USA Today Update," electronic news dissemination service...4	4
George Washington University presenting lectures on new design developments..4	4
The Federal Emergency Management Agency wants names and ID's for contacts....4	4

USDA  
LIBRARY

-----

## MISSOURI AG COMMUNICATIONS CONFERENCE

The University of Missouri has scheduled its 1985 Agricultural Communications Conference for April 18-19, at the Hilton Inn, 2200 I-70 Drive Southwest, Columbia, Missouri 65201. Hilton Inn is holding rooms at special conference rates. Make your reservations early by calling (314) 445-8513, and be sure to mention the conference. For additional information call: Dick Lee, agricultural editor, University of Missouri, (314) 882-8237.

-----

## CASE RESEARCH COMMUNICATIONS CONFERENCE

The Council for Advancement and Support of Education (CASE) is sponsoring a unique conference to be held April 2-3 in San Francisco. It's called "Research Communications: Issues and Techniques," and the site is the Sir Francis Drake near Union Square. The registration fee is \$250 and is due by March 15. For further information contact: Lora Silsbee, Suite 400, 11 Dupont Circle, Washington, DC 20036, telephone (202) 328-5900.

-----

## 32ND TECHNICAL COMMUNICATORS CONFERENCE

The Society for Technical Communications (STC) has announced that its 32nd Annual International Technical Communications Conference (ITCC) will be held in Houston, Texas, May 19-22 at the Westin Galleria Hotel. The theme of the 32nd ITCC is "A Mission to Communicate" and over 1500 technical communicators are expected to take part in the 3-day event. For further information, contact: STC Headquarters, 815 15th Street, N.W., Suite 516, Washington, DC 20005, or call (202) 737-0035; or Mrs. Rondah Irving-Phelps, P.O. Box 37, Missouri City, TX 77459, telephone (713) 438-2088.

-----

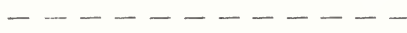


BLOCK HOLDS SATELLITE PRESS CONFERENCE

Secretary of Agriculture John Block achieved a new first on January 24. He conducted his first video one-way, audio two-way television press conference via satellite from USDA.

Block fielded questions from 13 farm broadcasters located in Nebraska, Illinois, Iowa, Arizona, Minnesota, North Dakota, Kansas and North Carolina. Questions were asked via telephone through USDA's new teleconference bridge system, and Block answered the questions before cameras in the USDA Video and Film Division studio. And, it was all microwaved from USDA's South Building to National Teleport in downtown D.C. From there it was linked up to Westar IV.

Jim Johnson, chief of the USDA Radio and Television Division, said, "Using satellite technology in this way allows us to set up 'instant networks' of stations throughout the country."



FOOD & AG LEADERSHIP INSTITUTE LAUNCHED

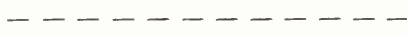
The establishment of the Empire State Food and Agricultural Leadership Institute was announced at the New York State Agricultural Society meeting in Syracuse on January 3. The announcement was made by James Preston, institute director.

Sponsored by the New York State College of Agriculture and Life Sciences at Cornell University, Cornell Cooperative Extension and the New York State Agricultural Society, the institute also is subsidized by 10 industries.

The institute will accept 30 participants who will take part in a two-year program of about 30 days per year. Those selected will be from all sectors of the State's food and agriculture industry, including farming, food and agribusiness, and the related fields of government, journalism and education.

"The purpose of the institute is to establish a Statewide program that will make an important contribution to the development of leadership in the food and agriculture industry of the State," said Preston, professor of agricultural economics at Cornell.

For further information write: James Preston, 434 Warren Hall, Cornell University, Ithaca, NY 14853, or call (607) 256-4514.

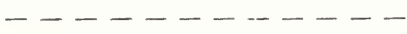


ASUDIAP-ACE CONFERENCE

The Association of U.S. University Directors of International Agricultural Programs and Agricultural Communicators in Education are sponsoring the National Conference on International Agricultural Programs and Agricultural Communications, February 13-15.

The conference is being held at the Bel Air Hilton, 333 Washington Ave., St. Louis, Missouri 63102. Hotel telephone is (314) 621-7900.

On-site registration fee will be \$85 and includes three luncheons and two breakfasts. For further information contact: Dr. Mason E. Miller, Winrock International, Petit Jean Mountain, Morrilton, AR 72110-9537. (501) 727-5435.





## USDA INFORMATION POSITIONS OPEN

USDA's Animal & Plant Health Inspection Service is looking for a public information specialist, GS-9 or GS-11, to handle citrus canker public information in Florida.

This is a term appointment, not to exceed 4 years, or until full-time on-site coverage is no longer required -- whichever is less -- located in Winter Haven, Florida. For more information call: Betsy Adams, APHIS Information Division, at (301) 436-7776.

APHIS Information Division also is looking to fill two positions at the GS-7, 9 or 11 level in Washington, D.C. One is a public affairs specialist doing campaign-type work and the other is a broadcast specialist. Anyone interested should contact: Larry Mark or King Lovinger at (301) 436-7799.

USDA's Food Safety & Inspection Service needs a public affairs specialist, GS-9/11, in the Information Office's Printed Media Unit of the Information & Legislative Affairs Division. For more information contact: Cindy Owensby, (202) 447-6617.

And, USDA's Agricultural Research Service is seeking a public affairs specialist, GS-11, in its Current Information Branch in Beltsville, Maryland. Contact: Ivy C. Hungerford at (301) 344-4587.

-----  
WASHINGTON STATE NEEDS EDITOR

The College of Agriculture and Home Economics of Washington State University needs an Extension publication editor to supervise a staff of professional editors in the planning, production, distribution and evaluation of Extension, research and special publications.

A master's degree, preferably in journalism, communications or English, is required. Interested persons should contact: Everett Metcalf, Chair, Search Committee, Department of Information, College of Agriculture & Home Economics, Washington State University, Pullman, WA 99164-6244. (509) 335-2811.

-----  
NAGC COMPETITIONS COMING UP

The 23rd Annual Blue Pencil Competition, sponsored by the National Association of Government Communicators, is underway.

The Blue Pencil Competition is open to writers, editors, designers, information specialists, printing officers and other communicators who work for Federal, State, county and other government organizations. Plaques will be awarded to first-place winners in every category. Deadline for entries is March 29. Winners will be announced May 7.

Also, in recognition of outstanding audiovisual productions by and for Federal, State, county and other government communicators, NAGC will present the 8th Annual Gold Screen Competition. Deadline for entries is March 29, and winners will be announced on May 7.

For further information, and entry forms, contact: NAGC, 80 South Early Street, Alexandria, VA 22304, or call (703) 823-4821.

-----





## GANNETT VENDS NEWS VIA FIVE NETWORKS

Gannett Company Inc. has entered the electronic news dissemination field with a new service called "USA Today Update." The service will be offered on a dial-up basis via ITT Dialcom Incorporated system, Independent Publications' NEWSNET, GE Information Services Co. (GEISCO) value-added network, CompuServe Inc., and one other network to be announced in the near future.

The service features four "hotlines" providing summaries of general news, weather, business and finance and international news, and "Decisionlines," which will feature news summaries created for specific industries.

A "USA Today Update" staff member has been assigned to develop an agricultural news segment for the service, and has been consulting with USDA's Office of Information for advice on content and "competitive services." The Gannett service most likely will pull USDA news electronically from the "USDA Online" service provided through ITT Dialcom computer services, in order to speed up electronic delivery to users of the new information service.

The hotlines will be updated hourly, seven days a week, from 8 a.m. to 11 p.m., and Decisionline will be available at 9 a.m. each morning.

Information provided by the new service will be drawn from USA TODAY, the Gannett News Service, major wire services and over 200 general interest and specialty newspapers.

"USA Today Update" on the GEISCO system will be priced at 7 cents a minute for connect time, plus a premium for each hotline or decisionline service used, ranging from less than 3 cents to about 11 cents a minute.

-----  
NEW DIRECTIONS IN CREATIVE DESIGNS

The Publication Specialist Program of George Washington University is presenting a post-graduate lecture series for professionals. Seven prominent art directors will discuss the latest developments in design. The series of eight lectures may be attended on a per-lecture basis at \$35 each. Classes meet Tuesday evenings, 7-10 p.m., February 5 - March 26. For additional information, contact the program office at (202) 676-7273.

-----  
FEMA WANTS YOUR NUMBER

The office of Public Affairs at the Federal Emergency Management Agency is interested in obtaining names and ID's of national and regional public affairs representatives from other federal agencies. Due to the nature of the disaster and emergency response functions of FEMA, they find their public affairs officers often need to contact their counterparts in the field. Send your list to: Bob Blair, Chief, News and Information Div., OPA, Suite 806, FEMA, 500 C Street, S.W., Washington, DC 20472, or via Dialcom system to FEM001.

---

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 John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGRO09 mailbox on the Dialcom system, or call (202) 447-7454.

