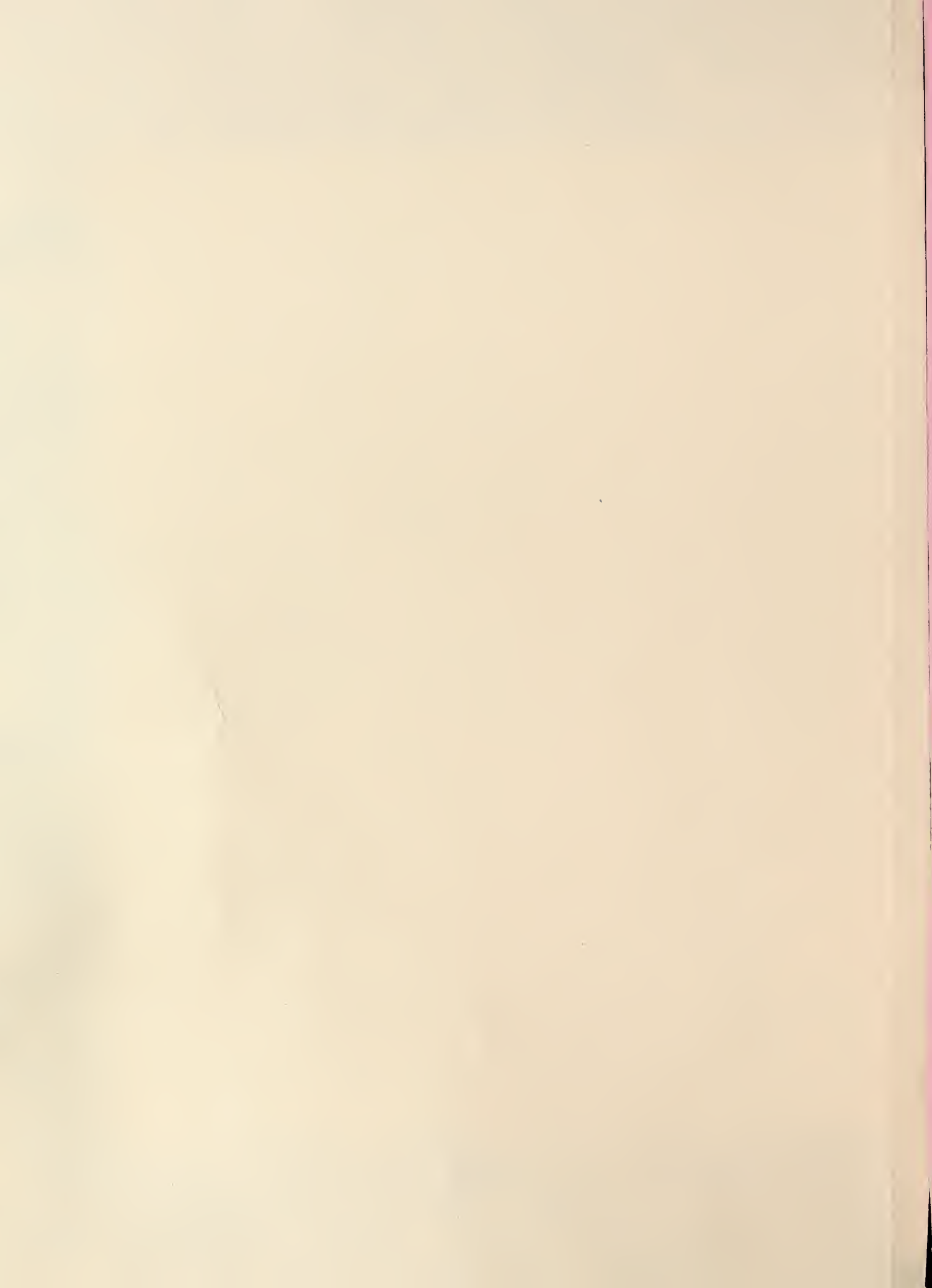


## **Historic, archived document**

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



981  
.455

# Inside Information

United States Department  
of Agriculture

Office of Governmental  
and Public Affairs

Washington, D.C.  
20250

## INFORMATION OFFICE RESPONDS TO DISASTER

Within minutes following the tragic grain elevator explosion at Corpus Christi, Tex., Karen Warlick of the USDA regional information office at Dallas was on her way to the grizzly scene to help news media.

It is standard procedure when USDA employees are injured during an elevator explosion for an information staff member to be dispatched to the scene.

Seven employees of USDA's Federal Grain Inspection Service were injured, some critically, in the Texas blast.

Warlick is a "veteran" of grain elevator explosions. She assisted at the Destrahan, La., and Galveston, Tex., disasters three years ago.

After four days (and nights) of on-the-scene work, Warlick was able to return home for a weekend of much-needed rest.

-----

## NFEA TO HEAR USDA OFFICIALS

Newspaper Farm Editors of America will hear several top USDA officials at their conference in Washington, D.C., April 26-28.

Secretary John R. Block, Deputy Secretary Richard Lyng and several new assistant secretaries were scheduled to speak, according to Ed Curran, USDA Media Liaison Center.

Curran works closely with NFEA and farm magazine editors in planning and organizing their meetings in Washington, D.C.

-----

## Inside "Inside".....On Page

Oklahoma State University Job Open.....	2
Plain English Offered Federal Employees...	2
Color in Nation's Magazines on Upswing...	2
International Librarians Get the Word....	2
Forest Service Info Staffer Praised.....	3
World's Largest Collection at NAL.....	3
From USDA Research to "Reader's Digest"...	3
Real Cost of Agency Forms Often Hidden...	3
Alaska "Lands" Campaign Underway.....	4
Here Comes the High Tech News.....	4
"The Electronic Editor" - Summarized.....	4
New Public Relations News Program Aired...	4

-----

MAY 28 '81

## COST-EFFECTIVE COMMUNICATIONS ON TAP

"Cost-Effective Communications" is the theme of the annual spring communications workshop sponsored by USDA's Office of Governmental and Public Affairs and the Washington, D.C., Region of Agricultural Communicators in Education (ACE).

Claude Gifford, acting Assistant Secretary for governmental and public affairs, will open the two-day workshop at 9 a.m. Thursday, May 21, at National 4-H Center.

Ray Lett, executive assistant to the Secretary of Agriculture, will review the new administration's "food and agriculture policy directions."

Ed Harper, deputy director of Office of Management and Budget, will talk about the moratorium on new government publications, periodicals and audiovisuals.

Herbert Striner, dean of American University's College of Business, will give pointers on individual productivity--how "to get more out of yourself."

A panel of experts on "communications technology explosion" will begin the Thursday afternoon session. Electronic mail, teleconferencing, satellites and computer graphic are some topics.

A final two-hour session Thursday (prior to the social hour) will be on "stress and time management," led by Dr. Linda Josef, a clinical psychologist.

Lorraine Kingdon, ACE national president and agricultural information director at Arizona State University, will give a report on "ACE in 1981" Friday morning.

A panel of USDA communicators will follow with a discussion on "applying the new technology," i.e. electronic mail, computers, teleconferencing and cable TV.

Another panel of USDA communicators will talk about "cutting communications costs," particularly in publications, design and printing management.

The workshop will conclude at noon, Friday, May 22.

Registration is due to Terry Walsh, AMS Information Division, Room 2632-S, no later than 4 p.m. Tuesday, May 5. Her telephone number is 447-6766

-----

OKLAHOMA STATE UNIVERSITY JOB OPEN

Oklahoma State University has an excellent opportunity for the right person to head their radio-television section.

Charles Voyles, head of OSU agricultural information services, is hoping to fill the job by July 1, 1981, or as soon thereafter as a qualified and acceptable candidate is available.

A B.S. or B.A. degree and five years' demonstrated skill in electronic media is required.

A Master's degree and experience is preferred. Applicants must show demonstrated ability to work well with people and relate well with the general public.

Send resume and samples of work to: Charles Voyles, Head, Agricultural Information Services, 102 Public Information Bldg., Oklahoma State University, Stillwater, OK 74078. Telephone number is (405) 624-6886.

-----  
COLOR IN NATION'S MAGAZINES ON UPSWING

The Graphic Arts Technical Foundation reported recently that use of process color in the nation's magazines increased from less than 40 percent in 1966 to nearly 58 percent in 1978.

Correspondingly dramatic was the decrease in two-color usage, from 8 percent to less than 4 percent and the decrease in black-and-white from more than 52 percent to about 38 percent in the same period.

Bill Hamilton, publications head in USDA's Forest Service, is wondering if the commercial world may be telling the government something about the value of color printing in regard to promotion, motivation and education of readers.

He questions: "With this kind of expansion by those who publish for profit, dare we assume the use of four-color printing to be cost effective?"

(Editor's Note: Anyone else have idea?)

-----  
OPENING LINES .....

"We used to call Washington 'Disneyland East.' Now it's 'Hollywood East.' Johnny Carson says having one of their own become President was the best thing since George Burns became God."

--James Webster, former assistant secretary of agriculture for governmental and public affairs.

PLAIN ENGLISH OFFERED FEDERAL EMPLOYEES

"Writing Regulations and Procedures for Public Understanding" is the title of a course being offered by the U.S. Office of Personnel Management May 12-14 and June 16-18.

In setting up this course, OPM officials noted that federal agencies today face increasing pressures to communicate in plain English. They added that the workshop is designed to meet such a need by showing participants how to write the language.

The course is available to federal, state and local government employees who are responsible for writing or reviewing regulations, procedures, directives and manuals.

OPM indicated that an agency also may nominate for the course any employee who must interpret rules, regulations and laws for the public.

Additional information can be obtained by calling OPM's supervisory and communications training center in Washington, D.C., at (202) 632-6047.

-----  
INTERNATIONAL LIBRARIANS GET THE "WORD"

Librarians from the federal government, embassies and legations and private industry heard about USDA information programs at a recent meeting.

Lillie Vincent, USDA Special Programs Center, and Ed Poe, USDA Publishing Center, talked to the group about dissemination of information on food and fiber.

The librarians also were told about materials used by USDA in its conduct of significant information and education programs.

-----  
\* \* \* \* \*  
\* \* \* \* \*  
\* \* \* \* \*  
\* "Inside Information" is published for \*  
\* distribution to public affairs and in- \*  
\* formation staff members of the U.S. De- \*  
\* partment of Agriculture, its agencies, \*  
\* State Departments of Agriculture and \*  
\* Land-Grant Universities. Any items, com- \*  
\* ments and inquiries should be addressed \*  
\* to Stan W. Prochaska, Assistant Public \*  
\* Affairs Director, Room 407-A, U.S. De- \*  
\* partment of Agriculture, Washington, \*  
\* D.C., 20250 or call (202) 447-7454. \*  
\* \* \* \* \*  
\* \* \* \* \*



## FOREST SERVICE INFORMATION STAFFER PRAISED

Patsy Swanson, of the public involvement group in USDA Forest Service's Office of Information, recently received a USDA certificate of appreciation.

The award was made in recognition of Swanson's volunteer work with the Lions club during the 100th anniversary of the birth of Helen Keller.

"Your involvement and initiative enhanced the program to aid the blind and deaf, served as an important and vital need in the community, and reflected favorably on the Department," said the certificate, signed by the Secretary of Agriculture.

---

## FROM USDA RESEARCH TO "READER'S DIGEST"

Not many people know the role played by USDA in the creation of Reader's Digest, the 30-million-circulation magazine that set publishing records throughout the world.

DeWitt Wallace, the founder and publisher who died recently at 91, was a writer for Webb Publishing Company in St. Paul, Minn., in 1916 when he hatched the idea of compiling a booklet of the best free farmers' bulletins published by the then-fledgling USDA.

He sold 100,000 copies of the 120-page booklets to rural banks, who gave them free to their customers.

Publishing the digest of USDA's research bulletins gave Wallace the notion he could trim articles from popular publications as well--and Reader's Digest was born.

(NOTE: This item reprinted with permission from "Food & Fiber Letter," a weekly newsletter published by former Assistant Secretary of Agriculture James C. Webster.)

---

## PICTORIAL COMMUNICATORS DIRECTORY ISSUED

A new 75-page directory of land-grant university and USDA communicators has been published by USDA's Science and Education Administration.

Stu Sutherland of SEA's Washington information staff edited the directory, which carries group photos, along with names and titles of the many different information staffs.

For copies, or comments, contact Sutherland in Room 430-A, Science and Education Administration. His telephone number is (202) 447-6841.

## WORLD'S LARGEST COLLECTION HOUSED IN NAL

The world's largest collection of printed materials on agriculture and related sciences, 1.6 million volumes, is housed in USDA's National Agricultural Library.

About 50,000 volumes are rarities, published before the founding of the land-grant universities, according to the Technical Information Systems of USDA's Science and Education Administration which operates the National Agricultural Library.

Many periodicals and books are from foreign countries and represent the world's research in agriculture and applied biological sciences.

These collections of foreign materials were to a great degree obtained on exchange for USDA publications and are not represented at all in any other U.S. library.

In many cases, the National Agricultural Library holds copies of publications which have become rare or non-existent in the countries of origin because of poor storage conditions, war-time losses and poor quality of original papers in those countries.

No other library in the United States, or probably the world, has all of the scope and depth of materials held by NAL.

In a sense, the entire NAL collection is rare, and it contains the single most important body of knowledge in the agricultural and related sciences, upon which our civilization is based, without which it could not continue to exist and upon which the future may depend.

To a great degree, the future depends on this stored knowledge to find means to overcome energy, environmental, resource, food and nutrition and other problems.

Inquiries concerning the varied services of the National Agricultural Library should be addressed to Jennie Brogdon, head of utilization services at NAL Building, Beltsville, Md. 20705.

Brogdon's telephone number is (301) 344-3762.

---

## REAL COST OF AGENCY FORMS OFTEN HIDDEN

The price any agency pays for printing forms is a cost readily identified, but it is only the smallest part of the total forms cost.

More than 95% of forms' cost are hidden, like the massive base of an iceberg.

Projections are that for every dollar spent on printing forms, \$20 is spent in processing, handling and filing the form.

There's a statewide effort underway in Alaska to explain the Alaska Interest Lands Conservation Act to the public.

According to USDA Forest Service information folks, two publications are being distributed by the agency's regional information office in Alaska.

One publication, "How the Alaska Lands Act Affects Forest Service Programs in Alaska," is being widely distributed.

The other is a rather novel approach.

Forest Service joined Interior Department's National Park Service, Bureau of Land Management and Fish and Wildlife Service in producing a 12-page tabloid.

This tabloid, with a blue masthead, "Alaska Lands," was carried as an insert in all of the state's major newspapers.

The "lead" story carries headline, "What the Alaska Lands Act Means to You," and includes information on the responsibilities of each agency carrying out the law's provisions.

Copies of both publications may be obtained from Wanita Williamson, Public Information Officer, Alaska Regional Office, USDA Forest Service, P.O. Box 1628, Juneau, AK 99802.

-----  
"THE ELECTRONIC EDITOR" - SUMMARIZED

Electronic editing, writing and production of newspapers has expanded widely.

And, now, government and institutional information staffs are adopting the new technology at a rapid pace.

Mason Miller, communication scientist with USDA Science and Education Administration's cooperative research staff, recently prepared an abstract on "The Electronic Editor."

This was an article by Larry Kurtz in the summer issue of the Journal of Communication.

Kurtz's article reports on a study of what has happened through the adoption of electronic methods in the newspaper field.

Study indicates that full vide screen technology will be in place in every daily newspaper no later than 1984, even though current use is about 50 percent.

If you would like to get a copy of Miller's research information abstract, contact him at (202) 447-6124, or write to him at Room 6417-S, Science and Education Administration, U.S. Department of Agriculture, Washington, DC 20250.

The April issue of The Quill, published by the Society of Professional Journalists, carries four articles about latest developments in "computer news."

"Broadcasting Adopts the Computer" points out that compared to the print media, broadcasting studios have been slow to warm to the use of computers, but are increasingly being won over.

"Farewell, My Lovely Typewriter," written by a free-lance writer whose works appear in the New York Times, tells how the electronic marvels actually boost his creativity.

"Time to Turn on the Newspaper" says there are ethical as well as technical imponderables to consider when readers become scanners. "Newspapers are flirting with organizations they would not have given a second glance in the past."

"The 'Telly' Tells All" shows how Britons have embraced the brave new world of computers with relish; suggests Americans will follow before too long.

A closing statement in the last article sums up all four:

"There is a revolution afoot for journalists and that while the electronic newspaper may not kill the printed page, there will be massive and dramatic changes."

Then, the April 20 issue of U.S. News & World Report carries an article on "A New and Bigger Computer Explosion."

An accompanying photograph shows some farmers around a computer terminal screen checking latest cotton market prices.

-----  
NEW PUBLIC RELATIONS NEWS PROGRAM AIRED

"Media & Communications," first regularly scheduled radio program devoted to public relations news, began broadcasting over a New York-New Jersey station in April.

The program will be aired Monday through Friday over WVNJ (620 on AM dial) at 6:55 p.m. It will be sponsored by Media/Distribution Services, Inc.

WVNJ's general manager says for the program to be successful, they must rely on "public relations" people in the field to provide the station with hard news about their own operations people, accounts, developments and trends.

Direct any information to the program's producer/editor: Dick Elfenbein, Media & Communications, P.O. Box 1314, Fort Lee, NJ 07024. Or call (201) 592-0509.