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# Inside Information

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## USDA TELEVISION GOES SATELLITE

Two USDA television services are now being distributed via satellite to stations across the country.

One is the Agricultural Stabilization & Conservation Service's long-standing "Agricultural Update" newscast format program produced by Nelson Robinson.

The other is a new service called "USDA Television News Service" produced by Jim Johnson of the USDA Office of Information.

Both are biweekly services, and available on Westar IV, Transponder 11-D, Schedule C, Subcarrier 6.8. from 10:30 to 10:45 a.m. every other Friday. The first transmission took place Oct. 8.

"Agriculture Update" is a 4-1/2 minute newscast type program containing from three to five items oriented to issues primarily in the Agricultural Stabilization & Conservation Service and the Foreign Agricultural Service, which includes the General Sales Manager's Office.

"USDA Television News Service" consists of comments by various USDA agency administrators, researchers and subject matter specialists on items currently in the news.

These news actualities are limited to 60 seconds and are preceded by lead-in material in printed form on the television screen suitable for a newscaster or farm broadcaster to use in introducing the actuality.

This service consists of five to seven news actualities each two weeks.

## USDA OUTLOOK CONFERENCE PREVIEW

USDA's 59th annual Agricultural Outlook Conference is coming up, Nov. 29 through Dec. 1, in Washington, D.C.

Outlook '83 speakers will discuss U.S. and world economic conditions, trade policies and prospects, agribusiness conditions, credit and finance, marketing and risk, and other key topics in agriculture.

For additional details, a schedule and information on how to order the conference proceedings, call Sally Michael at (202) 447-3050, or write to her at: World Agricultural Outlook Board, Room 5143-S, U.S. Department of Agriculture, Washington, DC 20250.



## ITT BUYS DIALCOM INC.; NO CHANGES MADE

International Telephone & Telegraph Corp. has reached an agreement to buy Dialcom Inc., the Silver Spring, Md., computer firm which provides the electronic mail system used by USDA, several other federal departments and agencies, land grant universities and state departments of agriculture.

The sophisticated electronic mail system also is used by many U.S. firms and a number of foreign countries.

The acquisition will place Dialcom into one of ITT's largest operations. It will become part of ITT World Communications Inc., which provides a variety of communications services to link computers, teleprinters, facsimile units and other computer-based terminals domestically and internationally.

"It's a good marriage between two companies," said Dialcom's president Robert Ryan in a press story. "Our products complement those of ITT and their offerings complement ours.

"It's a great opportunity for Dialcom to expand and capitalize on the knowledge of ITT," said Ryan, who will remain as the president and chairman of the board of Dialcom.

The company's offices will remain in Maryland, where most of Dialcom's employees are located.

The firm has been adding several new computers the last several weeks to handle the expanding system.

Last year, according to press reports, Dialcom had revenues of \$8.3 million from about 1,200 customers.

The customers include USDA, the departments of Commerce, Energy, Interior, Justice and Navy, and such federal agencies as Environmental Protection Agency, Food & Drug Administration, Federal Deposit Insurance Corporation, National Aeronautical & Space Administration and Office of Personnel Management.

Another large federal customer is the U.S. House of Representatives, where Dialcom has helped automate the offices of 240 members.

Other customers include such major firms as Westinghouse, Armco Steel and Chase Manhattan Bank, and, of course, most of the land grant universities, a number of state departments of agriculture, some agricultural organizations (including the Agricultural Communicators in Education), a few news media, etc.

Dialcom also has licensing agreements with the British Postal Service to develop and market an electronic mail system throughout the United Kingdom.

The company has signed letters of intent for similar agreements with Australia and Hong Kong, and is engaged in discussions with other countries in Europe, the Middle East and Africa for similar agreements.

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NATIONAL NEWSPAPER EXPANDS

USA TODAY, "the nation's newspaper" started in September on the East Coast, has expanded its publishing and distribution to the West Coast in less than three months.

The nation's first national general-interest daily is now distributed in six areas of the country, with the addition of the San Francisco-San Jose-Sacramento area this week.

USA TODAY was started Sept. 15 by Gannett with distribution in the Washington, D.C., and Baltimore areas, then expanded into the Atlanta, Minneapolis-St. Paul, Pittsburgh and Seattle-Tacoma-Portland areas as part of its gradual phase-in as a satellite-delivered coast-to-coast newspaper.

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## MISSOURI HAS TELEVISION OPENING

University of Missouri's Extension Division has announced an opening for an information specialist on the main campus at Columbia.

The incumbent will coordinate the television efforts of the Missouri Cooperative Extension Service.

This includes preproduction planning and actual production of education, public service, news and other extension video products.

The incumbent also will be responsible for maintaining working relations with commercial, educational and cable television outlets in Missouri, and will supervise a small technical and production staff.

A master's degree is required, with at least one degree in radio/tv or broadcast journalism. Second degree could be in educational media, adult education, instructional design or other related areas.

Experience in commercial or educational television is preferred, and knowledge and skill in operation and maintenance of TV production equipment is necessary.

Applications and resumes will be accepted until Dec. 15.

Send to Richard Lee, Director, Extension Information, 1-98 Agriculture Building, University of Missouri, Columbia, MO 65211. For more information call (314) 882-2480.

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WASHINGTON, ILLINOIS JOBS ANNOUNCED

Washington State University has an opening for a director of publications and the University of Illinois is searching for an assistant publications editor.

Although both vacancy announcements indicated that Nov. 15 was the deadline for applications, interested persons may want to check to see if either university has extended the deadline or would take late applications.

The Washington State University position reports to the vice president for university relations.

As chief publications officer at the university, the publications director is responsible for implementing the publications policy including graphic design, publications quality and cost effectiveness.

The director also is responsible for the supervision and operation of the basic publications and printing functions of Washington State University.

At least a bachelor's degree in journalism, communications or English is required, and graduate study and management courses are desirable.

Contact Dr. Thomas L. Kennedy, Associate Provost for Instruction, and chair of the search committee, 442 French Administration Building, Washington State University, Pullman, WA 99164-1043.

The University of Illinois position is in the Office of Agricultural Publications of the College of Agriculture.

The editors in the office work with faculty and staff in editing and producing research bulletins, Extension Service circulars, newsletters, reports and a wide range of other materials.

The search is for an individual with analytical ability, strong English language skills and some editing experience, and with an advanced degree in journalism, English or a related field.

Contact Thomas Knecht, Head, Office of Agricultural Publications, College of Agriculture, 123 Mumford Hall, 1301 West Gregory Drive, Urbana, IL 61801, or call (217) 333-2548.

  
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## VETERAN AG COMMUNICATOR RETIRES

Leon McGraw, editor of the Alabama Agricultural Experiment Station at Auburn University, closed out an achievement-filled agricultural communications career on Oct. 31.

McGraw's first Auburn job was assistant Extension editor from 1941 to 1944 when the institution was known as Alabama Polytechnic Institute.

After a brief stint in the U.S. Army and as a teacher of vocational agriculture, he returned to Auburn University in 1948 as a subject matter specialist in vocational agriculture.

He became associate editor for the Experiment Station in 1957 and moved up to editor and head of the Department of Research Information in 1968.

Contributions by McGraw to Auburn University and to all facets of Alabama agriculture were recognized at a retirement dinner. More than 200 friends and coworkers paid tribute to him for his professional, community and church work, the occasion culminating with presentation of tickets for a cruise to the Bahamas for Mr. and Mrs. McGraw.

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FOREST SERVICE COMMUNICATIONS REVIEWED

The Intermountain Region of USDA's Forest Service was the location for a recent departmental and agency review of regional and field public affairs activities.

Stan Prochaska, the department's acting assistant director for current information, and Del Jaquish, Forest Service's deputy information director, visited the agency's regional headquarters at Ogden, Utah, and three national forests in Utah and Wyoming during the five-day tour.

Described as the "first time ever" anyone from the department's Office of Information had reviewed a Forest Service region's public information and involvement program so extensively, it was a profitable experience for those taking part from both the headquarters and field level.

Intermountain region's public information officer Pat Sheehan accompanied Jaquish and Prochaska on visits to the Manti-LaSal and Fishlake National Forests in southern Utah. Deputy regional PIO Dick Klade accompanied the Washington, D.C., visitors to the Bridger-Teton National Forest in western Wyoming.

B-T National Forest PIO Fred Kingwell, whose area has been subjected to considerable news media coverage (including national networks and magazines), accompanied the review team around the Jackson Hole area.

Cheryl Glenn, cooperative education information intern on the Targhee National Forest in eastern Idaho, made a presentation of an audiovisual project to the team in Jackson, Wyoming, to illustrate her efforts to communicate a new firewood program.

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FLORIDA AGRICULTURAL RESEARCH POSTAGE

Item in Oct. 4 INSIDE INFORMATION, about University of Florida's new agricultural research periodical, made reference to the 71 cents postage on the package for the publication. Under the third class bulk rate self-mailer, the cost of mailing each copy is less than 11 cents--a considerable difference.

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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 Stan Prochaska, Acting Assistant Information Director, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.

