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Inside Information

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NATIONAL PUBLICATIONS SURVEY COMPLETED

Recovering some or all of the costs incurred in producing and distributing publications by selling them is not a new phenomena to land grant universities.

But, decreased staffs and budgets, added to the increased paper, production and postage costs of recent years, have contributed significantly to rapid adoption of some type of cost recovery program for publications in all but 13 land grant university Cooperative Extension Services.

The number now selling publications contrasts sharply with the number reported by USDA's Extension Service six years ago.

The Information & Communications Staff of USDA's Extension Service conducted a recent survey of all states and territories.

This survey indicates that, of the Cooperative Extension Services in 67 state locations (including Tuskegee Institute and the 16 "1890" colleges and universities), 3 territories and the District of Columbia, 58 are now charging clientele for publications.

One reported that it charges for all publications. Nine charge for many publications, while 7 charge for bulk quantity only.

Nine Extension Services indicated they plan to sell more publications in the coming months and years.

Copies of a 26-page report are being distributed to State Cooperative Extension Services. Others interested in receiving a copy should contact Patricia Loudon or Carolyn McCormick, Information & Communication Staff, Extension Service, U.S. Department of Agriculture, Room 3137-S, Washington, DC 20250 (electronic mailbox: Dialcom AGS095), or call (202) 447-6133.

USDA ELECTRONIC INFO REPORT AVAILABLE

A copy of the report on USDA electronic information exchange and dissemination has been sent to each address receiving INSIDE INFORMATION.

Others interested in receiving a copy of the 48-page report may contact Nancy Bevis, Office of the Assistant Public Affairs Director, U.S. Department of Agriculture, Room 402-A, Washington, DC 20250 (electronic mailbox: Dialcom AGR001), or call (202) 447-7454.

MINNESOTA UNIV. NEEDS TWO COMMUNICATORS

The University of Minnesota's Agricultural Extension Service has two position openings for communications specialists.

Deadline for applications for one of the positions, with the 4-H program, is Sept. 23. Deadline for the other position, with the agricultural program staff, is Oct. 15.

The 4-H information position involves coordinating communication support for the youth development program, including consulting half-time in long range communication planning and half-time developing educational and mass media efforts for 4-H.

A master's degree and minimum 5 years of professional communications experience, or a bachelor's degree and minimum 7 years of professional experience are required for the 4-H position. Degree in communications, journalism, education or related fields is required.

Background in public relations, curriculum design, instructional media, print or broadcast news, or evaluation of educational projects is preferred.

The agricultural information position involves managing the communication budget and helping plan and develop appropriate educational and mass media programs based on objectives, audience analysis and cost effective delivery.

Minimum requirement for this position is a master's degree in communication, instructional systems or a related field, with an undergraduate degree in agriculture or 5 years practical agricultural experience.

Also required is 5 years of professional communication experience, including communication consulting, management of a communication operation, cross-media planning, communication evaluation and contract negotiations.

Contact James J. Lewis, Extension Personnel Office, 260 Coffey Hall, University of Minnesota, St. Paul, MN 55108, or call (612) 373-1865.

ACE ELECTRONIC NETWORK EXPANDING

The electronic mail network of the Agricultural Communicators in Education (ACE) on the Dialcom system is beginning to grow.

Hal Taylor, national ACE coordinator, reports 11 mailboxes are now on the "AGC" (Agricultural Communicators) network.

They are: Hal Taylor (ACE coordinator) Falls Church, Va.....AGC001
 Ralph Ballew (ACE president) Starkville, Miss.....AGC002
 JoAnn Pierce (ACE president-elect) Gainesville, Fla.....AGC003
 Larry Quinn (ACE vice president) Springfield, Va.....AGC004
 Eldon Fredericks, West Lafayette, Ind.....AGC005
 Don Springer, College Station, Tex.....AGC006
 Don Esslinger, Columbia, Mo.....AGC007
 Patricia Loudon, Annapolis, Md.....AGC008
 David Mathis, Reno, Nev.....AGC009
 William Folwell, University Park, Pa.....AGC010
 James Webster, Webster Communications, McLean, Va.....AGC011

Taylor reminds all members and associate members of ACE who wish to get an electronic mailbox to contact him. His postal mail address is 6608 Pinedale Court, Falls Church, VA 22041, or call (703) 941-7063.

REQUEST FOR HISTORY HELP DRAWS RESPONSE

An item carried in the Aug. 9 issue of INSIDE INFORMATION, forwarded to the editor via electronic mail by John Sulzmann, Extension Communications at Oregon State University, drew quick response from some readers of INSIDE.

Sulzmann was searching for historical information on significant agricultural events.

A nationally oriented source is "Chronological Landmarks in American Agriculture," Agricultural Information Bulletin No. 425, published by USDA's Economic Research Service.

The 100-page publication covers nearly 500 years of agricultural development in the United States, up through 1979. It contains many references to other publications.

Anyone interested in getting a copy should contact Ben Blankenship, director of the Economics Management Information Staff, 440-GHI Building, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-4230.

EXTENSION ELECTRONIC INFO NEWSLETTER NO. 4

The fourth issue of the USDA Extension Service's "Electronic Communications Newsletter," has just been dispatched electronically to those communicators on the Dialcom system.

Editor and head of Extension Service's information staff, Ovid Bay, has items about publications users fees, 3-state cooperative news project, cable hotline, videoconferencing, 1890 library workshop and buying space in farm periodicals to publish economic information.

The newsletter carries an item about Georgia farmers' radio and television listening habits, another about an electronic encyclopedia and much more.

Anyone on the Dialcom system who would like to get on Bay's electronic distribution, contact him at Dialcom AGS094. The newsletter is only available via the electronic mail system.

ECONOMIC TV PROGRAM GOES NATIONWIDE

A television news program, prepared by USDA's Economics Management Information Staff, reaches its viewers through 260 individual stations nationwide covering all major markets.

Dave Carter, head of the EMS' radio and television unit, said the program is used by Chicago's WGN-TV "Farm Report," a program which goes to about 80 stations and which has one of the largest agricultural audiences of any television program in the country.

The economic information program also is carried by a large number of cable TV systems, as well as several state TV news networks.

Among the networks carrying the service, Carter said, are the Alabama Farm Network, California Farm Network, Georgia TV Network, Financial News Network, Kansas State Network, KTVH Network (Kansas), KX Farm Network (North Dakota), Wisconsin Farm Network, as well as "AgDay" and "Country Day," each having a network of 35 stations.

Cable News Network picks up the program and carries it nationwide through the hundreds of local cable systems.

"COMPUTING" FARMERS ORGANIZE IN OHIO

A group of Ohio farmers have banded together in a unique and possibly historic approach to the problem associated with the use of on-the-farm computer systems.

According to an article in September issue of PERSONAL COMPUTING magazine, "Computing Farmers of Ohio" is an organization that has as its sole purpose the promotion of effective farm computing.

It does not seek to sell anything. Its role is simply to achieve for its members collectively what they cannot do individually.

The three major objectives of the organization are: (1) To encourage the development of effective software; (2) to develop educational programs for farmers in all areas of farm computing; and (3) to organize group purchases of hardware and software.

In addition to farmer members, the group is seeking a broad base of associate members from related agricultural businesses and organizations in an effort to create a true farm computer organization.

For more information, contact John Reese, president, Computing Farmers of Ohio, Box W116, 105 Maple Drive, Alexandria, OH 43001, or call (614) 924-2801.

ELECTRONIC NEWSPAPER FOUND UNPROFITABLE

According to the Aug. 28 issue of EDITOR & PUBLISHER, a two-year experiment in electronic journalism involving the Associated Press, 14 daily newspapers and CompuService has ended.

The experimenters appear to agree on one thing: "The market is not there yet for a profitable electronic newspaper."

Tight wraps are being kept on the final report to AP by RMH Research, Inc., Fairlawn, N.J., which monitored the experiment.

Only 3 of the daily newspapers--Washington POST, Columbus(Ohio)DISPATCH and St. Louis POST-DISPATCH--will continue to provide CompuServe with electronic information.

George Minot, senior vice president of CompuServe, said the end of the AP and newspaper experiment "doesn't affect CompuServe's business. There are some 150 other information providers" to the computing firm's 28,000 customers.

"There is a lot more smoke than fire in this area to date even though someday it's going to be a big thing," an executive at one of the participating newspapers observed.

Washington POST's manager for electronic publishing said readers of electronic news are a specialized audience--male, upper income, white, highly paid and college-educated.

ONE OUT OF FIVE JOBS TIED TO AGRICULTURE

One of every five U.S. jobs is tied to agriculture. Altogether, 24 million U.S. citizens are employed to produce, process, transport and market farm products and farm production inputs. In essence, for every farmer and farm-worker, five to six additional jobs are created in the nonfarm sector.

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 W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.

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