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Inside Information

United States Department
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SMOKEY BEAR CELEBRATES A BIRTHDAY

Don't be surprised if a Smokey Bear event pops up next to you! They're happening in several places around the United States. This month is Smokey Bear's 40th anniversary.

The U.S. Postal Service is honoring Smokey Bear Aug. 13 with a commemorative stamp. First Day Issue ceremonies were scheduled for Capitan, N. Mex.

Five California major league baseball teams planned Smokey Bear Days and to honor Smokey by having him throw out the first ball of a home game. Baseball player Smokey Bear trading cards will be handed out at these games.

The Parade of Roses in Pasadena, Calif., featured a float honoring Smokey's 40th birthday last January.

How did it all start?

Gladys D. Daines, Smokey Bear program manager in USDA's Forest Service, recalls that actually it was a shelling of the southern California coast by a Japanese submarine in 1942 which precipitated concern for the protection of our national forests from fire.

The Wartime Advertising Council (later, the word "Wartime" was stricken) agreed to help wage a fire prevention campaign. The National Association of State Foresters joined in.

First, there were just slogans. Then Walt Disney's Bambi pitched in to help.

Finally, in August 1944 the Forest Service said it was looking for a bear that was to have a "nose short (Panda type); color black or brown; expression appealing, knowledgable, quizzical; perhaps wearing a campaign (or Boy Scout) hat that typifies the outdoors and the woods."

Albert Staehle, a national magazine cover artist, drew Smokey wearing jeans. The first poster was printed in 1944 and distributed in 1945.

The rest is history--all of it interesting.

If you want more, contact Gladys Daines, Smokey Bear Program Manager, Forest Service, U.S. Department of Agriculture, P.O. Box 2417, Room 1001 RP-E, Washington, DC 20013. Her phone number is (703) 235-8160.

NORTH DAKOTA NEEDS COMPUTER SPECIALIST

Application deadline for the position of computer applications specialist with the North Dakota Cooperative Extension Service is extended to Aug. 17.

Any interested person should contact Chuck Humphrey, Director, at Ag Communication, 7 Morrill Hall, North Dakota State University, Fargo, ND 58105, or send message via Dialcom system to AGS1801, or call (701) 237-7881.

The North Dakota Extension computer specialist works under Humphrey's supervision, and supervises the Agnet (timeshare system) manager and a programmer analyst. North Dakota State University is also equipping all county and campus Extension Service offices with IBM computers.

"We are specifically looking for someone to conceptionally design and implement computer technology with the Cooperative Extension Service, to conduct training for our staff in use of microcomputers, and to develop and maintain an electronic database of North Dakota Extension educational materials," Humphrey says.

An M.S. degree is required, with one degree in computer science or a related discipline desirable.

FSIS TRIES COOPERATIVE PUBLISHING

Of the two publications just issued by USDA's Food Safety & Inspection Service, one of them, "Talking About Turkey," was published in cooperation with the National Turkey Federation and Reynolds Metals Company. The other is "Safe Food Book, Your Kitchen Guide."

As Karen Stuck, chief of the information branch at FSIS explained: "This is the first time we've done a cooperative effort on a publication. We produced it. They're helping with printing and distribution costs."

Both are being offered by the U.S. Consumer Information Center in Pueblo, Colo.

In a continuing food safety series, "Turkey" replaces "Holiday Food Safety," and "Safe Food" replaces "Food Safety for the Family." Both are aimed at the general consumer and deal largely with the care and handling of food, primarily meats and poultry.

They are distributed without charge. Individual copies are available through the Consumer Information Center, Pueblo, CO 81009. Bulk copies may be obtained by contacting FSIS' Public Awareness Staff, Room 1163-S, U.S. Department of Agriculture, Washington, DC 20250.

USDA TRIES UNICOR'S PRINTING SERVICE

USDA's Office of Information has started ordering some of its printing--on a test basis--from UNICOR, which is the new name of Federal Prisons Industries.

It seems that federal prisons do printing for federal agencies throughout the nation and that each prison has its own specialty, though together they still can't do every kind of printing work.

For the moment, Warren Bell, head of the printing liaison branch of the Office of Information's Publishing Division, is trying UNICOR on form work.

"We're using them mainly for backup, if we can't get something through the Government Printing Office right away," Bell explained. "The advantage of using the prison program is that we don't have to go through GPO."

Later on, he said, USDA may see a wider role for UNICOR, and that would give the printing branch even greater flexibility in meeting agencies' needs.

GEARING UP FOR 'WORLD FOOD DAY'

USDA, designated leader of the U.S. government's participation in "World Food Day," has moved into medium high gear for the annual October 16 event.

Dr. Joan Wallace, administrator of USDA's Office of International Cooperation & Development, chairs the Intergovernmental Committee on World Food Day, which is coordinating activities of several departments.

Included are a major patio event at USDA in Washington, D.C., complete with high level speakers led by Secretary John R. Block and a major exhibit.

Larry Marton, international information officer with the Special Programs Division of USDA's Office of Information, has put together a USDA information team which is developing an information kit, speakers' bureau, public service announcements, feature stories and other items.

One USDA-sponsored highlight will be a symposium on "Women in Agricultural Development in the Developing Countries." WIADITDC is the 1984 World Food Day theme of the United Nation's Food & Agriculture Organization which sponsors World Food Day internationally.

Secretary Block has urged USDA personnel in the field to take part in local World Food Day events to the extent possible. For further information, contact Larry Marton, Special Programs Division, Room 536-A, Office of Information, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-8138.

WORLDNET CAN GET AG MESSAGE OUT--GLOBALLY

WORLDNET, the United States Information Agency's global satellite television service, is providing a new forum by which U.S. government leaders and policymakers can speak directly to members of the international press corps.

Although referred to as a television network, WORLDNET is by design a teleconference service. It provides a two-way audio and one-way video link between USIA studios in Washington, D.C., and interactive sites within U.S. embassy or USIA facilities overseas several times a month.

Basic format for WORLDNET is similar to "Meet the Press." A U.S. official in Washington can be interviewed by journalists from downlink sites in capital cities of Europe, Africa, East Asia or South America on regional subjects.

An early guest on EURONET, the Western European service, was U.S. Secretary of Agriculture John R. Block. He discussed corn gluten and other agricultural trade issues with journalists in London, Paris, Bonn, Geneva and Rome. Overseas reaction to this type of news opportunity has been good, with a resulting high number of broadcast and print stories appearing in the local media.

Don Elder, with the television staff of the USDA Office of Information's Radio & Television Division, says: "This service provides an excellent opportunity to tell the USDA story to an international audience."

Elder is the USDA representative on an interagency task force to provide programming ideas for WORLDNET. Subjects should be of interest to a specific continental or geographic region and support the USDA involvement with foreign aid, trade and development, he notes.

'INSIDE INFO' READ IN BANGLADESH--LATER

Ted Hutchcroft, with Bangladesh's Agricultural Research Council, says he really enjoys receiving "Inside Information" from USDA. However, issues get to him rather slowly via international mail.

He received the October 24, 1983, issue on July 17, 1984. He suggested that future issues of be sent via a USAID address to speed things up.

'VIC' OUT; 'USDAIC' IN

USDA's central information dispensing office, a primary contact point for information about USDA and its programs, now has a new name. The "Visitors Information Center" is now called the "USDA Information Center."

John McClung, director of USDA's Office of Information, explained that the new name better reflects the Center's new broad range of services.

In addition to greeting folks and helping them, the Center also handles more than 50,000 telephone calls a year. Now, the USDA Information Center also offers more than 100 USDA publication titles under a user-fee program.

And soon, the Center also will become a publication sales agent for the U.S. Government Printing Office. Then it will offer 100-plus more publications sold by the Superintendent of Documents.

Sale of these publications will be on a walk-in, over-the-counter basis only, in Room 113-A of the USDA Administration Building, where the Center is now located (just inside the central entrance off Independence Avenue).

For more information, contact any of the Center's three staff members--Carole Plummer, Adelaide Conaway or Thelma Jackson--at (202) 447-2791.

VIDEOTEX NEWEST AG COMMUNICATIONS MEDIUM

The August issue of AGRI MARKETING magazine has two articles about videotex, the newest agricultural communications medium.

One 4-page article, "All About Videotex," describes videotex and its development in Great Britain, Canada and now in the United States. The article also carries a list of the jargon used in videotex.

The second 5-page article, "Ag Videotex--Taking a 'Byte' Out of Ag Communications," describes how plugged-in farming has come of age.

The second article also tells about "Grassroots America" and "AgriData Network," the two front runners among the dozen agribusiness videotex systems in the U.S., and gives a brief description of a few of the others.

Anyone interested in seeing a copy of the articles may contact Nancy Bevis, Special Programs Division, Room 536-A, Office of Information, USDA, Washington, DC 20250, or send message to AGR001 on Dialcom electronic mail system, or call (202) 447-7454.

HABLA ESPANOL?

"Hispanics, Part of America's Excellence" is the theme for this year's National Hispanic Heritage Week, Sept. 10-16.

In preparation for USDA activities for the week, USDA's Hispanic Employment Program Management Council asked George Holcomb of the USDA Office of Information's Publishing Division to prepare a brief fact sheet on the role Spanish-speaking people have played in the nation's agricultural development.

With invaluable help from USDA's chief historian, Wayne Rasmussen and his staff, Holcomb gathered up some facts which he will share at the drop of a Mexican hat. Call him at (202) 382-9433 or write to him at Room 548-A, Office of Information, U.S. Department of Agriculture, Washington, DC 20250.

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 AGR002 mailbox on the Dialcom system, or call (202) 447-7454.