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# USDA Inside USDA Information

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## A PEEK INSIDE

Mucho odds and ends this week, including some rehashing of previous items...ideas from Kentucky, Minnesota, Idaho...some reviews of some reviews...more reports on what's been happening concerning the grain situation...a couple of job announcements... and so forth.

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## THE WEEK THAT WUZ

Last week almost became the week that wuz! As we mentioned, we had press briefings daily...one day we had two...the telephones were literally ringing off the hook. Had another press briefing Saturday, Jan. 12, when two major networks carried the affair live.

There also was almost continual feedback from regional inf offices...so much Stan Prochaska reported that his telecopier was running almost full time. Regional offices also provided daily written summaries of media inquiries plus clippings of stories... and...they were actively involved in distributing Washington-originated information, including distributing statements while briefings were still going on.

No doubt if you "out there" ever want a checklist or handful of tips on how to plan and hold a press conference, members of the GPA press division can load you up with ideas. But we'd betcha you'd better wait awhile before asking....

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## ON WITH NPAC II

Meanwhile, Bob Kern, on assignment with GPA, was gearing up for a meeting with members of his NPAC II task force. Those who came here for that this week included Ralph Reeder, retired from Purdue; Harold Swanson, U. of Minn.; Dan Lutz, U. of Neb.; Lloyd Bostian, U. of Wis.; and Earl McMunn, Ohio.

In preparation for the meeting, Bob prepared a handful of papers reporting on some of his findings in the literature. He had material on public relations, marketing, advertising, instructional communication, mass communication and the mass media, diffusion, and the communication process. "Inside..." will try to bring you summaries of these through the weeks ahead.

For now...in studies of public relations, Bob says there seem to be several streams of thought showing up. There is an unresolved problem of identity (whether related to management or to planning specific communications or campaigns, he's not sure). Leaders call for a more people-oriented approach to a

Reserve

two-way communication concern, but periodical literature continues to deal with techniques and how company-oriented problems were solved. Concern for organization communication also appears in some sectors. In many ways, Bob says, the PR pro parallels the professional educational communicator. The latter, he thinks, "could learn from the knowledge base that sustains the changing PR profession."

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STANDING ROOM?

In a letter from Bill Tedrick, Texas A&M U., to ESCOP Chairman C. Oran Little, reporting on the October Science Information Conference, Bill points out that the committee (working on the conference for ESCOP) believes that "considerable momentum has been developed to continue our emphasis on science communication."

Bill also points out that the climate of support for and interest in agricultural research and agricultural science communication seem...to be on the upswing. Therefore, he asked Little about the possibilities of a continuing ESCOP standing committee on the subject "to focus and legitimize further efforts in these directions."

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ALL ABOUT ENERGY

Another publication has crossed our desk that might be a useful resource for many of you. It's called "Energy for Agriculture, A Computerized Information Retrieval System."

Actually the booklet is a comprehensive bibliography of a data base kept by Technical Information Systems of the Science and Education Administration. For a free copy, send a self-addressed mailing label with your request to Library Operations Division, Technical Information Systems, USDA, National Agricultural Library Building, Beltsville, Md. 20705.

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ERRORS WE HAVE MADE

Okay...so we dropped the "h" out of "whither" a couple of weeks ago. H. Leslie of the Forest Service says "Whither went the 'h'? That's the searing question."

Then Jack Owen, U. of Md., reminded us what we already knew--that examples of metric conversions weren't accurate. More interestingly, Jack also mentioned that Maryland has been issuing a nutrition calendar for 10 these past 8 years. He's going to send a copy to Myrna Daly in Kansas though and arrange a trade for hers.

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WE GET MORE LETTERS..

Carol Doolittle, Cornell, says "Inside's..." plug about the film, "Crisis in Yankee Agriculture," reminded her that they also did a film on land use and called it "Land, with Love and Respect."

Then after saying that, she said, "Knowing how to best use land is really important, but the impact of good or bad use is not as immediately apparent as finding the money to heat your house in the winter. Consequently, the film "Home Heating with Wood," which was produced by Cornell in '78 is in far greater demand...."

Carol enclosed a few recent publications, and we were intrigued by some of the titles..."Fighting Fat Apples," "The Knack of Snacking," to name a couple.

She said Cornell's distribution manager, Fred Warner, has had "nice success in putting publications of similar nature into packages and offering them to consumers...at the right time, at a group price. If any of you have had similar experience in putting packets of pubs together, write Carol."

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...AND IDEAS

Dean Wolf, U. of Kentucky, sent in samples of a media campaign approach to wholesaling information. He did it for a calf preconditioning program to demonstrate to his administrators what can be done.

Purpose and audience were to make Ky. beef calf producers aware of the profit potential in preconditioning calves and to give them basic information on how to do it...and to make finishers and buyers outside the state aware of the profit potential in buying and feeding Ky. preconditioned calves.

Dean figures the approach was "rather successful." Stories were used by daily and weekly newspapers, radio and TV stations and farm publications--including state, regional and national magazines. He particularly recommends early planning and scheduling as the key to success. In this case, he says the inf campaign was mapped out in advance of the preconditioning program itself, and he served as comm consultant to the beef cattle specialists all the way through.

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FROM MINNESOTA

Don Wells, U. of Minnesota, sent us a slick cheese publication--named "Minnesota Farmstead Cheese." Dave Hansen took the color cover pic on his back porch; Dianne Swanson designed the book; Dave McAllister edited it and the university printing services turned it out. It's for sale at \$5 per copy. (Gulp!)

Along with that, Don also enclosed a paper he worked up as he plans operations for his outfit. At one point in a covering letter to his administrators, he wrote: "Communication...is being overwhelmed by a strongly increasing demand for its technical expertise and production capability at the same time that it is trying to refine its mission to become a significantly more effective instrument...." (Where have we heard that before?)

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AND FROM IDAHO

Scott Fedale, U. of Idaho, says if you want to find out about the potential uses for videotape, get a copy of "Why Video," by John H. Barwick and Stewart Kranz. It's a study of 100 users of video, documenting cost/effectiveness of the medium. Contained also are a background and update on video communications, a chapter on user applications and reactions, one on how video stacks up against the other media and another on the economics of videotape. Scott says anyone wanting a copy probably could get one by writing to the Sony Corporation since that's the outfit that commissioned the study.

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#17 FOR MIZZOU

In case you haven't heard, Dick Lee, U. of Mo., says March 19-20 are dates of the Missouri Ag Communications Conference his office sponsors annually. This one will be the 17th.



Names already scheduled for the program include Vance Ehmke, Healy, Kans.; Rich Krumme, Des Moines; Gary Myers, Brookfield, Wis.; Harold Swanson, St. Paul; James Grunig, U. of Md.; Larry Quinn, GPA; Bill Marr, Columbia, Mo.; Randy Miller, Kansas City; Don Ranly, Joye Patterson and Roy Fisher from the U. of Mo.

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SORRY ABOUT THIS

We've been saving this one for you. Forest Service inf people get together a daily news digest for their folks and ran into it...an item telling about a forest products lab that's working on a way to stabilize lumber by impregnating it with polypropylene glycol. Thought was that adding colorants might produce unusual effects in the treated wood.

The idea..."to let steeping logs dye."

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CARL RETIRES

Carl Sorenson, long a regional inf officer at Dallas, decided to hang up his hat Jan. 11. He's been at Dallas for the past 22 years...with time out for an assignment abroad in Nigeria.

In retirement, Carl hopes to complete a book called "Tall Tales of Texas Trolls." And he's working on a full length film in cooperation with TV networks of Norway and Germany...plus some Scandinavian import activities. JUL 28 1980

Carl says he knows he'll "die a bit" as he leaves USDA...says though that's happened before, like when he left the Navy, the South Dakota Farm Bureau, the South Dakota Extension Service, Iowa State U., the American Hereford Journal and Colorado State U. So...Carl has been around and we'll figure on seeing him around a great deal hereafter.

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ARNOLD TO TEXAS A&M

In a newsletter from Texas A&M, we noticed that Gary L. Arnold has joined the staff there as a comm specialist with the Ag Experiment Station. Gary will work on AV materials, special audience publications and help with print and broadcast media.

Gary's a native of Ohio...has a master's in journalism from Kent State...worked in Arizona as an administrative officer and production manager for a book publishing firm.

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TWO JOBS AT USDA

On the job front, the Agricultural Stabilization and Conservation Service has advertised for an inf specialist, GS-12. Closing date for applications was Jan. 14, but if you hurry you might still get in as sometimes such deadlines are extended. Call Ms. Ella Fawley at (202) 447-7517.

And we note that the Economics, Statistics and Cooperatives Service is hunting for a part-time visual inf specialist...GS-5/7. Contact for that job is Phil Lando (202) 447-2358 or write ESCS, PD, Operations Branch, and refer to vacancy #ESCS-ID-80-057.