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Town-hall conference call

**Thursday
December 18
9 a.m. PST**

Dial in number:
888-464-1371

Passcode:
ANR

Leader's name:
VP Reg Gomes

Vice President *Gomes* will host another town-hall conference call on Thursday, Dec. 18, at 9 a.m. PST, to give an update on the state budget and discuss ongoing issues.

Anyone can call in to the 30-minute town-hall meeting. The Vice President invites you to join in with questions and comments, or simply to listen to the discussion.

To minimize conference call fees, if possible, please join others in an office with a speaker phone.

Once you are connected, please mute background noise (especially cell phones) by pressing *6. To join in the discussion, unmute your phone by pressing *6 again.

Cell phone users, please note that incompatibilities in technology may cause the audio to cut out on cell phones.

Listening session times, locations announced

Meeting rooms have been secured for the ANR listening session series that begins in January. These sessions are designed to solicit input from key leaders, partners and ANR members on the Division's future and programs.

Two sessions will be held at each location: ANR personnel will meet from 9:30 a.m. to 11:30 a.m. and separate sessions for external clientele will be held from 1:30 p.m. to 3:30 p.m.

Everyone is encouraged to attend one of the sessions. ANR administrators, including campus deans and Cooperative Extension regional directors will be attending to hear suggestions.

Registration will be on a first-come basis and should be submitted by **Jan. 15, 2004**. Online registration is available at <http://groups.ucanr.org/directions>.

Registration information — including your name, session location and area of interest (agriculture, natural resources or human resources) — may also be sent to *Lynne Buenz* at lynne.buenz@ucop.edu;

Listening session locations:

Jan. 29 – San Luis Obispo
Main Hall or Right Wing
of Veteran's Hall

Feb. 5 – Riverside
Conference Room D
in UC Extension Center

Feb. 12 – Redding
C.R. Gibbs Banquet Room
in the Best Western Motel

Feb. 19 – Parlier
Multipurpose room of Kearney
Research and Extension Center

Feb. 26 – UC Davis
Alpha Gamma Rho room
in Buehler Alumni Center

fax (510) 587-6415; or 300 Lakeside Drive, 6th floor, Oakland, CA 94612. For more information, contact Buenz at (510) 987-0027.

Further details and updates on the sessions will be available on the [ANR Web site](#) under "ANR future directions" or at <http://groups.ucanr.org/directions>.

ANR team honored for Fit Family novela series



Patricia Crawford holds a Certificate of Recognition from State Sen. Martha Escutia's office presented for UC's "leadership in promoting good nutrition to our children and families." From left to right: Myriam Grajales-Hall, Martha López, Crawford, Mike Poe, Jo Ann Johnson and Ray Lucas. [For more on this story, see page 2.](#)



Singleton hangs up his mike

Radio broadcaster Robert Singleton's mellifluous voice is familiar to listeners throughout California and the nation, and to the hundreds of ANR specialists and advisors he has interviewed. After 19 years of reporting on the Division's new and noteworthy research and sending the audiotapes to radio stations, Singleton is hanging up his microphone. He retires as ANR Senior Public Informa-

tion Representative at the end of December.

Ironically it wasn't his rich voice that led Singleton into a radio career but simple air conditioning. While stationed at Clark Air Force Base in the Philippines he volunteered to read the news copy on the air because the broadcast building was kept cool. By the time he left the Air Force in 1969, he was doing voice-overs and

reading news on TV. Singleton joined commercial radio in Sacramento in 1970, and over the years completed his education in radio broadcasting and communication at Cal State-Sacramento.

Although the immediacy of commercial radio was exciting, in time working against the clock lost its glamour, and Singleton was pleased to join UC in 1985. Working out of UC Davis,

he found an unexpected gift in his university career — time. He had the luxury of time to research his features and think about his writing, and, he says, to do better work. Singleton's efforts have been recognized with numerous radio broadcast production and feature-writing awards, including the prestigious Pioneer Award presented to him by Agricultural Communicators in Education in 1993.

Accolades aside, Singleton has delighted in the mother lode of "research-oriented quirkiness," at UC, doing such stories as fat horses overly loved by their owners and a fast-growing algae impacting the ocean ecology.

"I'd go home at night and know if there was no story today, maybe there would be one tomorrow, and I'll learn something," he reflects. Then Singleton would share that new knowledge with his listeners. — Ann Senuta

Fit Family novela series premieres in Pico Rivera

In response to the rising rates of obesity among Latino children, ANR collaborated with a communitywide Fit WIC pediatric obesity task force in Los Angeles County to develop innovative nutrition-education materials. The materials are designed in a story-type format to help Latino parents understand their critical role in creating a healthy eating and physical activity environment for their children.

Under the leadership of *Joanne Ikeda*, UC Berkeley nutrition education specialist and co-director of the Center for Weight and Health (CWH), a group of researchers led by *Pat Crawford*, CWH co-director, and *Martha López*, Ventura County nutrition, family and consumer sciences advisor, worked with the Fit WIC task force to develop scripts for the bilingual *videonovelas*. They are intended for use in pediatricians' waiting rooms.

Adult actors from Rio Hondo Community College in Whittier and child actors from Bell Gardens Elementary School in Pico Rivera were cast in the videonovelas, filmed in both English and Spanish.

A leader's guide and three *fotonovelas* in Spanish and English were also developed. The *fotonovela*, a traditional print medium found in Mexico and Latin America, tells a story in pictures, using photographs and dialogue boxes to dramatize the message.

The development of the bilingual series became a true community effort, representing the successful collaboration of a broad range of partners. These included Rio Hondo College, Spirit Family Services, Bell Gardens Elementary School, City of Pico Rivera, Public Health Foundation Enterprises, Inc. (PHFE) Los Angeles, PHFE-WIC Program Pico Rivera, Santa Paula Fit WIC Task Force, State Senator Martha Escutia, ANR Communication Services, Ventura County CE, ANR's Spanish Broadcast and Media Services, and UC Berkeley Center for Weight and Health.

The finished products, including lesson plans, a leader's guide, the videos and *fotonovelas*, are currently under final review and are expected to be available for purchase through Communication Services.

— Myriam Grajales-Hall

Analytical Lab calls for grant proposals

ANR Analytical Laboratory invites CE advisors and specialists to apply to its Research Project Grant program for the upcoming cycle.

This program is designed to provide seed funding (i.e., analyses at no charge) for projects establishing baseline data that may result in extramural funding for small projects (one to two years) where extramural funding is unavailable. Higher priority will be given to new academics submitting proposals, to pilot or new projects, and/or to one-year projects for which other funding cannot be obtained.

Typical awards do not exceed \$2,500. Proposals are reviewed by the Laboratory Advisory Committee, using criteria listed in the program's guidelines. Please be sure to read the guidelines carefully. Proposals must be submitted in the current, required format.

Deadline for submitting proposals is **Feb. 1, 2004**. Submit proposals via e-mail to: danranlab@ucdavis.edu. Forms are available on the lab's Web site (<http://danranlab.ucanr.org>). For more information, call (530) 752-0147.

UCD Pest Science Conference to be held Dec. 18

The UC Davis Departments of Entomology, Nematology, Vegetable Crops/Weed Science Program, and Plant Pathology are putting on the 2003 Pest Science Conference on Thursday, Dec. 18.

This biennial one-day conference features topics for pest managers, including advisors, PCAs and agricultural specialists. This year's conference will feature information on new regulations for pesticides and water quality, West Nile virus, and new management strategies, including pesticides and application techniques. There will be demonstrations and hands-on activities. The conference will begin at 8:30 a.m. on Dec. 18 at the Buehler Alumni/Visitors Center, Lot #VP 1.

Registration fee is \$50, which includes lunch and handouts, along with live demonstrations. The program and registration form may be viewed at http://entomology.ucdavis.edu/2003_psc_reg.pdf

To register, send the registration form and your check (payable to UC Regents) by **Dec. 12** to: Janice Heine, Dept. of Entomology, University of California, One Shields Ave., Davis, CA 95616.

For more information, contact Janice Heine at jrheine@ucdavis.edu, (530) 752-0492 or Larry Godfrey at ldgodfrey@ucdavis.edu, (530) 752-0473.



Main Menu
Marin Farms
Farm Stays and Tours
What Do We Grow Today
Supporting Local Agriculture
Historical Roots of Marin Agriculture
Farmers' Markets
Resources
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Grown in Marin



Welcome to Grown in Marin

We have a bounty of high-quality family farm products grown right here in Marin (or very near by!) that are ready for you to enjoy. This website will help you find what you need at farms, wineries, nearby farmers' markets, restaurants and retail stores. Please

Events Calendar

05-Dec-03 12:10-1pm
Sustainable Agriculture Lecture Series-UC Davis
12-Dec-03 5-7 PM
MALT HOSTS ANNUAL HOLIDAY PARTY
02-Apr-04 6-9 pm
Call for Submissions - Oakland Museum Presents Earth Dance

Marin County launches 'Grown in Marin' Web site

Marin County CE and its partners have completed a new Web site, Grown in Marin (www.growninmarin.org). The site showcases 35 Marin County producers of fine products such as organic strawberries, grass-fed beef, olive oil, vegetables, oysters, eggs and more. Each farm lists its product availability, hours open to the public, a description of the farm and some history, along with other valuable information. The viewer can also use a search engine to search the 35 farms for specific products. The Web site is rich in resources with a complete farmers' market schedule, helpful publications and published resources, farm stays and tours, organically friendly stores and restaurants, and a long list of sustainable agriculture links.

Kearney calls for abstracts for 40th anniversary section in Cal Ag

IN 2004, California Agriculture, the Division's peer-reviewed journal, will publish a special section of research articles from the Kearney Research and Extension Center, commemorating the center's 40th anniversary. Tentatively scheduled for the October-December 2004 issue, the special section will consist of previously unpublished, significant original research, or reviews of such research. News articles in the front section will provide a historical overview of Kearney's history and research contributions, including a discussion of the recently constructed greenhouse complex.

The collection of research and review articles will emphasize the breadth and depth of research at Kearney, and the landmark agricultural and environmental investigations that have taken place there. Possible subjects include, but are not limited to, research on irrigation management, postharvest physiology and pathology, air quality effects, applications of GIS technology, physiology of carbon and nutrient acquisi-

tion in plants, uses of molecular biology techniques, uses of soil mulches, and alternatives to methyl bromide.

Manuscripts should be between 3,000 and 3,500 words long. Abstracts are due by Friday, **Jan. 9**, to allow selection of high-quality contributions of sufficient breadth and diversity. **March 31** is the deadline for completed manuscripts.

California Agriculture Writing Guidelines can be downloaded from the Web at <http://danr.ucop.edu/calag/>. Please refer to the opening descriptions of research and review articles under "Categories of Signed Papers."

To contribute, submit a brief abstract (100 to 200 words) to:

Cal Ag Special Issue Committee
Kearney Research and Extension Center
9240 S. Riverbend Ave.
Parlier CA 93648
Fax: (559) 646-6593
E-mail david@uckac.edu

For more information, contact *Dave Grantz*, *Fred Swanson* or *Linda Manton* at Kearney (559) 646-6500, or *Janet White* at California Agriculture (510) 987-0045.

ANR REPORT

UNIVERSITY OF CALIFORNIA DIVISION OF AGRICULTURE AND NATURAL RESOURCES (ANR)

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Send news items and comments to **ANR Report**, Office of Governmental & External Relations, 1111 Franklin St., 6th Floor, Oakland, CA 94607-5200. Telephone: (510) 987-0043; fax: (510) 465-2659; email: ANR-Report@ucop.edu

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