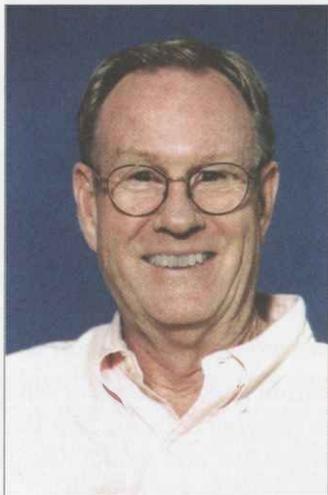


## Our New Look



*Arizona Land & People* is published by the College of Agriculture and Life Sciences at the University of Arizona, and features articles on research, extension and academic programs as well as specific activities within the college. First published in 1949 as *Progressive Agriculture in Arizona*, the magazine was originally designed to serve the needs of "farmers, ranchers and homemakers." By 1970 the focus of the magazine had changed to reflect the expanded role of the college in the state, by including natural resources information and topics of consumer interest. In 1982 the title of the magazine was changed to *Arizona Land & People* to underscore the continued broadening emphasis by the College.

Although the topical emphasis and the name remain the same, *Arizona Land & People* has changed in 2003 to a shorter format that will be published quarterly to allow the inclusion of more timely articles and event announcements. The fourth issue for the year will serve as an annual report to the people of the state on our research activity within the College.

Please give us your feedback by sending a message to [pubs@ag.arizona.edu](mailto:pubs@ag.arizona.edu) on the new format and your suggestions for what you would like to see published in *Arizona Land & People*, on the web, or in *CALS NewsLine*.

A handwritten signature in black ink that reads "Roger Caldwell".

Roger L. Caldwell, Director  
Educational Communications and Publications (ECAT)  
College of Agriculture and Life Sciences (CALs)

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## Why continue *Arizona Land & People*?

By Robert Casler

This is a question that we have been asking for some time. With tighter budgets, many other resources, and instantaneous delivery methods, what is the value in publishing this magazine?

For over fifty years, *Arizona Land & People* has been focused on bringing the latest research-based information from the college to the citizens of Arizona. Over the years there have been several changes — in format, in the name, in the number of issues per year, from black and white to color — but the ultimate goal has remained the same: getting the word out directly from the College of Agriculture and Life Sciences to people around the state. Our recent readership survey confirmed that this remains a worthy goal. That is why we are offering this newest rendition of *Arizona Land & People* — more cost-effective while also being more timely. Although other states facing tight budgets have eliminated their college of agriculture magazine, we believe that we need to preserve this communications link. If you would like to subscribe for future issues, you can sign up at [cals.arizona.edu/pubs/landandpeople](http://cals.arizona.edu/pubs/landandpeople).

But this is only part of the story. Our survey indicated an interest for even more frequent updates via email, so we have created a monthly electronic newsletter called *CALS NewsLine*. Each issue contains a series of brief descriptions of current CALS activities: new programs,

recent research breakthroughs, fact sheets, and upcoming events. Along with each description there is a link to a website address for locating more information. You can see previous issues of *NewsLine* by visiting [cals.arizona.edu/pubs/newslines](http://cals.arizona.edu/pubs/newslines). While you are there, you can subscribe for monthly delivery.

Of course, the college also produces a wide range of publications written by college faculty. These are all available now online as well. You can search titles of recent products (publications, videos, CD-ROMs) at [cals.arizona.edu/pubs](http://cals.arizona.edu/pubs). New titles cover varied subjects including the revised 2003 guide to Arizona range grasses, research reports on citrus and cotton production, nutrition guidelines for calcium intake, instructions for dealing with mistletoe, tips for 4-H showmanship, a video on greenhouse hydroponics, and the story on pine bark beetles. Many of these titles are available as free downloads, while others are available for sale online at [cals.arizona.edu/calsmart](http://cals.arizona.edu/calsmart).

All of these options combine to give you many ways to customize your CALS information diet. We hope you find the experience to be satisfying. 

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For more information, contact Robert Casler at (520) 621-7177, or [rcasler@ag.arizona.edu](mailto:rcasler@ag.arizona.edu).