

# 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/newsline](http://cals.arizona.edu/pubs/newsline). 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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