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U.S. DEPARTMENT OF COMMERCE

BRIEFING HANDBOOK



DEPARTMENTAL OFFICES REPORTING
TO THE SECRETARY

BRIEFING BOOK

OFFICE OF COMMUNICATIONS

U. S. DEPARTMENT OF COMMERCE

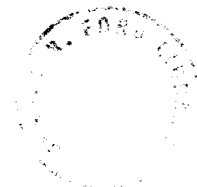


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Public Affairs in the Office of the Secretary

Public Affairs Organizational Structure at the
Department of Commerce

Office of Communications

PUBLIC AFFAIRS IN THE OFFICE OF THE SECRETARY

In the period since 1961, the chief public affairs officer of the Department of Commerce at different times has held one of the following titles:

- o Assistant Secretary for Administration and Public Affairs;
- o Special Assistant to the Secretary for Public Affairs;
- o Special Assistant to the Secretary and Director of Communications; and
- o Director of Communications

Except for the Assistant Secretary for Administration, who was a Presidential appointee, individuals serving in these positions did so at the pleasure of the Secretary (non-career).

Until 1969, the next-in-command had been a career employee, GS-16, with the title of Director of Public Information. In that year, this position was abolished and the individual holding it was given other duties.

At that time the Special Assistant for Public Affairs brought in a Deputy Director of Public Affairs at GS-16 (non-career). Subsequently, there was a division of duties at the top public affairs level: the Special Assistant for Public Affairs was given responsibility only for the Secretary's public affairs and speaking activities and a new position of Director of Public Affairs was created at GS-17 (non-career) to be in charge of all other public affairs. When the Special Assistant moved to the immediate office of the Secretary, a new Director of Public Affairs was given a Deputy Director, a career position at GS-15.

PUBLIC AFFAIRS IN THE OFFICE OF THE SECRETARY (continued)

Following subsequent personnel changes, the Special Assistant for Public Affairs once again was given the full range of duties, including the Secretary's public affairs and speaking activities, and the Deputy Director serving under him became the Director of Communications, remaining at GS-15 (career).

In 1975, the positions of Special Assistant for Public Affairs and Director of Communications were combined. Once again the position of Deputy Director (of Communications) was created, this time as a GS-16 (non-career).

PUBLIC AFFAIRS ORGANIZATIONAL STRUCTURE
AT THE DEPARTMENT OF COMMERCE

The Office of Communications provides public affairs services for the Secretary of Commerce, the Under Secretary, and other officials; acts as a central review and distribution point for printed and broadcast information matter; and exercises functional supervision of the public information activities of the operating units.

The Department's Office of Communications consists of a staff of 31, including that of the biweekly magazine, Commerce America. Each operating unit has a counterpart information office of as few as two (Bureau of Economic Analysis) and as many as 35 persons (National Oceanic and Atmospheric Administration).

Directors of the bureau information offices report to their respective agency heads. At the same time, they are subject to the authority of the Director of Communications through that official's responsibility for exercising functional supervision of all public information activities in the Department.

Details of the functions and relationships are set forth in the following Department Organizational Order 15-3, issued June 11, 1976.

United States of America DEPARTMENT OF COMMERCE	DEPARTMENT ORGANIZATION ORDER <u>15-3</u>	
DEPARTMENT ORGANIZATION ORDER SERIES	DATE OF ISSUANCE June 11, 1976	EFFECTIVE DATE June 11, 1976
SUBJECT OFFICE OF COMMUNICATIONS		
<p><u>SECTION 1. PURPOSE.</u></p> <p>.01 This order prescribes the responsibilities and functions of the Office of Communications.</p> <p>.02 This revision will empower the Office of Communications to authorize the scheduling of news conferences proposed by operating units (paragraph 3.i.).</p> <p><u>SECTION 2. GENERAL.</u></p> <p>The Office of Communications, which is continued as a Departmental office, is headed by the Director of Communications, who reports and is responsible to the Secretary. The Director is the principal advisor to the Secretary on public affairs matters, and is responsible for the overall public information program of the Department. He serves as the primary liaison for the Department with other Departments and agencies, and provides functional supervision to the public information offices in the operating units.</p> <p><u>SECTION 3. FUNCTIONS.</u></p> <p>The Office of Communications shall:</p> <ol style="list-style-type: none"> a. Plan, develop and implement a coordinated public information program throughout the Department; b. Prepare and issue press releases and TV/radio material on matters involving the Secretary or Under Secretary, and other officials in the Office of the Secretary as appropriate; c. Provide, or supervise the provision of, other public affairs services required by the Secretary, Under Secretary, and other officials, including the handling of news conferences, arrangements for radio and television broadcasts, and arranging personal appearances; d. Maintain liaison with the White House Office of Communications and the counterpart offices in other Departments and agencies to assure that the Department's public information activities are consistent and properly coordinated with those of the entire Executive Branch; 		

- e. Prepare and publish the publication Commerce America;
- f. Provide liaison with outside public groups and organizations concerned with Department activities;
- g. Advise and assist the Office of the Secretary, and other offices as appropriate, by providing information, analysis, and news services concerning press and radio/TV coverage of Department activities;
- h. Review and approve for release all Commerce news items and other informational material such as speeches and publications, and review and approve all graphics, films, exhibits and advertising or promotional programs of the Department's public affairs offices;
- i. Authorize scheduling of news conferences proposed by operating units and provide such staff assistance as may be appropriate; and
- j. Exercise functional supervision of the public information activities of the operating units, whether performed by information staffs or otherwise, and review and advise on the effectiveness of the operating units in public affairs matters.

SECTION 4. EFFECT ON OTHER ORDERS.

This order supersedes Department Organization Order 15-3 dated March 22, 1976, and constructively amends, where appropriate, the provisions of Department Administrative Orders 219-1 and 219-2.


Secretary of Commerce

OFFICE OF COMMUNICATIONS

Horace S. Webb, Director

The Director of Communications oversees public affairs activities and public information programs throughout the Department and provides policy guidance to executive level officials and information staffs of major department units on all matters related to the communication of policies, programs and administrative actions of the Department to the public. He reports directly to the Secretary.

Basic Programs and Activities

- o Develops and implements a comprehensive and coordinated public affairs and information program throughout the Department
- o Provides or supervises the provision of public information services for the Assistant Secretaries and other Department officials, including news conferences, radio and television broadcasts, and preparation of speeches
- o Maintains liaison with the White House Office of Communications and with other Federal agencies
- o Schedules and issues press releases, manages the Commerce Broadcast Service, and publishes the biweekly magazine "Commerce America"
- o Coordinates all exhibits, graphics, and film proposals
- o Reviews and approves for release, informational materials from the Department's public affairs offices including news releases, publications, and speeches
- o Exercises functional supervision of the public affairs units in the Department's operating units

Horace S. Webb



Date and Place of Birth

July 21, 1940
Langston, Oklahoma

Local Residence

1643 Primrose Road, N.W.
Washington, D.C. 20012
(202) 291-3720

Education

1961 Howard University, Washington, D.C. - B.S.
Summer 1970 - Babson College, Wellesley, Mass.
Present - Central Michigan University, Washington, D.C.

Military Service

August 1961 - February 1966 - U.S. Air Force

Present Position

- Director of Communications

Experience Prior to Present Position

Feb. 1975 - July 1975 - Department of the Interior
Deputy Director of Communications

July 1972 - July 1974 - Department of Justice
Deputy Director of Public Information

Sept. 1970 - July 1972- International Association of Chiefs of Police

June 1969 - Sept. 1970- Polaroid Corporation, Cambridge, Mass.

Oct. 1967 - June 1969 - International Association of Chiefs of Police

Feb. 1966 - Oct. 1967 - NASA Scientific & Technical Information

MATTHEW T. COONEY, JR.
210 N. Jackson Street
Arlington, Virginia 22201
Phone: 703/527-7629

PERSONAL: Age, 35
Married, three children

EXPERIENCE:

1976-present

Acting Deputy Director of Communications,
Secretary of Commerce Elliot L. Richardson

1970-1975

National News Correspondent, Westinghouse Broadcasting
Co., Inc., Washington, D.C.

Assignments included: Travelling with Ford White House.;
Covered attempt on President Ford's life in Sacramento.;
Nixon Impeachment hearings; Saturday Night Massacre; All
major Watergate trials; Nixon White House tapes dispute;
Senate confirmation hearing of four U.S. Attorneys General;
Court Martial of Lt. William Calley; Aftermath of Kent State
shootings; 1972 presidential primaries; Democratic, Republican
national conventions.

1964-1970

Street reporter, WBZ Radio and Television, (Westinghouse
Broadcasting Co., Inc.), Boston, Massachusetts.

1963-1964

News Director, WFBL Radio, Syracuse, New York.

EDUCATION:

1959-1963 Syracuse University; majoring in Journalism.
Graduated Cum Laude.

Additional personnel:

Marjorie Desormeau, Administrative Assistant	GS-11
Claudia P. Peacock, Secretary to the Director	GS-10
Eunice P. Friend	GS-7

FY 1977 Budget

Table of Organization

Office of Communications Staff



1977 BUDGET

Office of Communications	\$ 406,000
Commerce America Magazine (*Funded as follows)	820,800 *
General Administration (Office of the Secretary)	51,000
National Technical Information Services	9,000
U.S. Travel Service	13,200
National Oceanic & Atmospheric Administration	32,900
Maritime Adm.	7,500
Office of Minority Business Enterprise	10,800
Economic Development Adm.	6,500
Census Bureau	18,900
National Bureau of Standards	31,300
Bureau of Economic Analysis	7,500
Patent & Trademark Office	5,000
Domestic & International Business Administration	623,100 **
Office of Telecommunications	4,100

** Includes funding 2 positions (\$60,000)

DEPARTMENT OF COMMERCE

Budgetary Information on Public Information Staff
FY 1976 and FY 1977

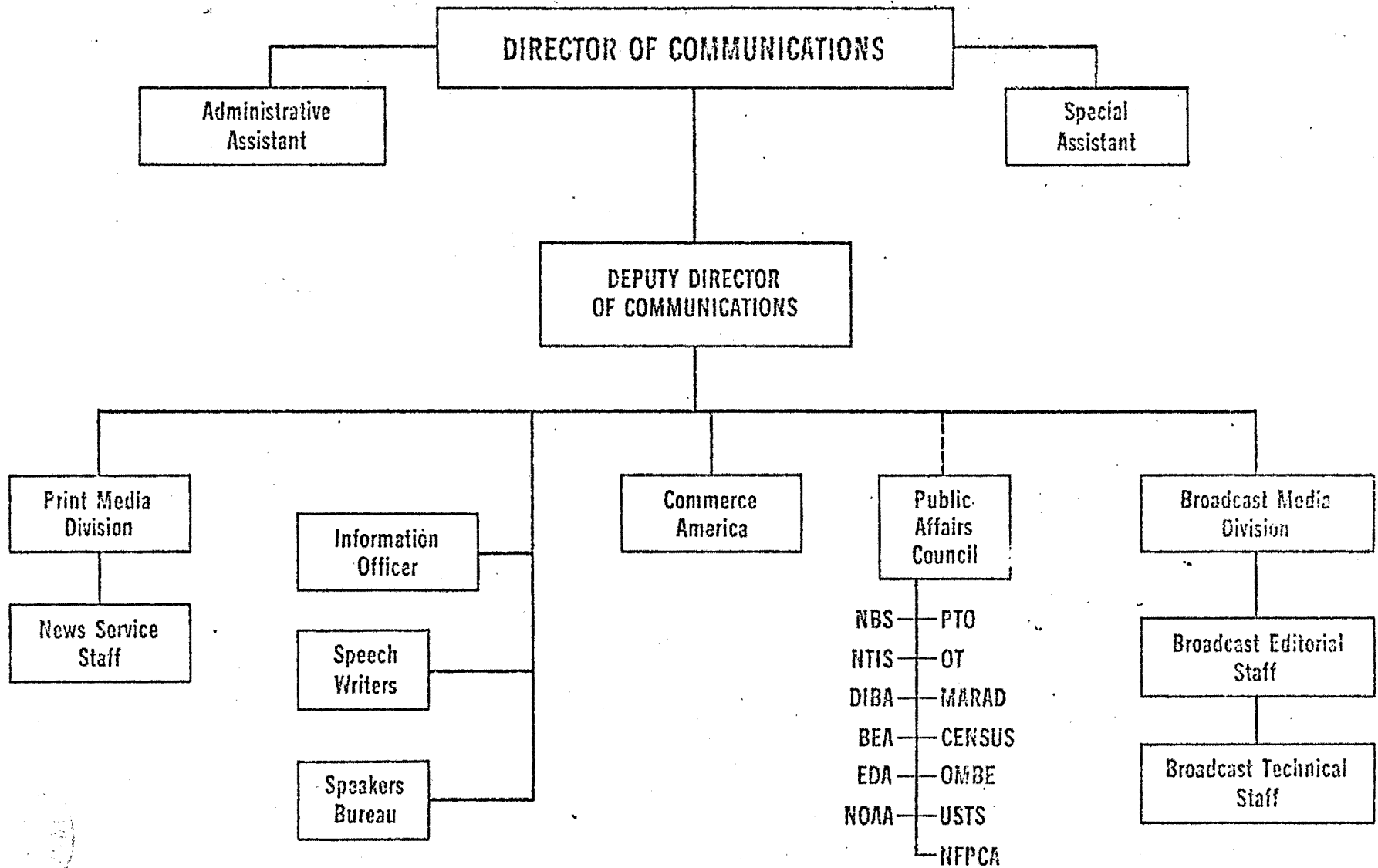
<u>Bureau</u>	<u>FY 1976</u>	<u>FY 1977</u>	
<u>General Administration:</u>			
Personnel.....			<u>29</u>
Salaries.....	\$740,900	\$761,700	
Operating expenses.....	403,400	404,400	
Subtotal, GA.....	<u>1,144,300</u>	<u>1,166,100</u>	
<u>Bureau of the Census:</u>			
Personnel.....			<u>21</u>
Salaries.....	263,000	268,000	
Operating expenses.....	57,000	57,000	
Subtotal, CENSUS.....	<u>320,000</u>	<u>325,000</u>	
<u>Economic Development Administration:</u>			
Personnel.....			<u>12</u>
Salaries.....	372,928	435,810	
Operating expenses.....	137,350	161,190	
Subtotal, EDA.....	<u>510,278</u>	<u>597,000</u>	
<u>Domestic and International Business Administration:</u>			
Personnel.....			<u>14</u>
Salaries.....	390,000	454,000	
Operating expenses.....	21,000	25,000	
Subtotal, DIBA.....	<u>411,000</u>	<u>479,000</u>	
<u>Minority Business Enterprise:</u>			
Personnel.....			<u>10</u>
Salaries.....	238,000	242,000	
Operating expenses.....	260,000	279,000	
Subtotal, MBE.....	<u>498,000</u>	<u>521,000</u>	
<u>United States Travel Service:</u>			
Personnel.....			<u>9</u>
Salaries.....	191,000	528,000	
Operating expenses.....	735,000	270,000	
Subtotal, USTS.....	<u>926,000</u>	<u>798,000</u>	
<u>National Oceanic and Atmospheric Administration:</u>			
Personnel.....			<u>41</u>
Salaries.....	498,000	498,000	
Operating expenses.....	250,000	250,000	
Subtotal, NOAA.....	<u>748,000</u>	<u>748,000</u>	



<u>Bureau</u>	<u>FY 1976</u>	<u>FY 1977</u>	
<u>National Fire Prevention and Control</u>			
<u>Administration:</u>			
Personnel.....			<u>1</u>
Salaries.....	\$31,000	\$42,000	
Operating expenses.....	19,000	33,000	
Subtotal, FIRE.....	<u>50,000</u>	<u>75,000</u>	
 <u>Patent and Trademark Office:</u>			
Personnel.....			<u>4</u>
Salaries.....	107,000	109,000	
Operating expenses.....	48,000	51,000	
Subtotal, PATENT.....	<u>155,000</u>	<u>160,000</u>	
 <u>National Bureau of Standards:</u>			
Personnel.....			<u>12</u>
Salaries.....	260,000	- 282,000	
Operating expenses.....	101,000	104,000	
Subtotal, NBS.....	<u>361,000</u>	<u>386,000</u>	
 <u>Office of Telecommunications:</u>			
Personnel.....			<u>2</u>
Salaries.....	74,633	84,948	
Operating expenses.....	17,593	16,561	
Subtotal, OT.....	<u>92,226</u>	<u>101,509</u>	
 <u>Maritime Administration:</u>			
Personnel.....			<u>9</u>
Salaries.....	157,000	163,000	
Operating expenses.....	154,000	164,000	
Subtotal, MARAD.....	<u>311,000</u>	<u>327,000</u>	
 Total, Department of Commerce.....	 5,526,804	 5,683,609	 <u>16</u>

2/ 9/76

DEPARTMENTAL COMMUNICATIONS

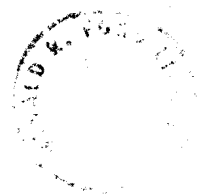


OFFICE OF COMMUNICATIONS

Horace S. Webb Director of Communications	GS-17
Matthew T. Cooney, Jr. Expert	GS-15
Donald E. Bishop Public Information Officer (Special Assistant)	GS-15
Thomas A. Bell Public Information Officer	GS-15
Earl G. Cox, Jr. Director, Broadcast Services Div.	GS-15
Richard C. Hoffmann Public Information Officer	GS-15
Horace A. Knowles Public Information Officer	GS-15
Richard W. Balentine Editor, Commerce America Magazine	GS-14
Arthur P. McDermott Writer-Editor, Commerce America	GS-14
Clarence M. Zens Writer-Editor, Commerce America	GS-14
E. Robert Nassikas Public Information Specialist	GS-13
Douglas F. Carroll Writer-Editor, Commerce America	GS-12
Felix T. Cotten Writer-Editor, Commerce America	GS-12
Margaret L. Hanson Writer-Editor	GS-12
Joseph M. Slye Public Information Specialist	GS-12
Anne M. Wiesner Public Information Specialist	GS-12
Leslie J. Wilder Writer-Editor, Commerce America	GS-12

Richard W. Wilson, Jr. Radio Production Specialist	GS-12
Marjorie M. Desormeau Administrative Assistant	GS-11
Claudia P. Peacock Secretary to the Director	GS-10
Hilliard S. Turner Information Assistant	GS-9
Aldine S. Stoller Secretary	GS-8
Joan C. Bradshaw Secretary	GS-7
Marian E. Craig Secretary	GS-7
Yolanda G. Fioravanti Secretary	GS-7
Eunice P. Friend Secretary	GS-7
Veronica H. Harley Secretary	GS-7
Marie S. O'Neal Secretary	GS-7
Regina D. Thomas Secretary	GS-7
Watty S. Frazier Clerk	GS-5
Virginia B. Harr Secretary	GS-9

Staff Positions, Divisions and Functions,
Office of the Secretary



SPECIAL ASSISTANT TO THE DIRECTOR OF COMMUNICATIONS,
DONALD E. BISHOP

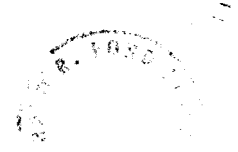
- o Organizes special projects -- internal and external -- for the Special Assistant to the Secretary/Director of Communications
- o Coordinates Departmental audio-visual activities
- o Handles Secretarial and Presidential messages to organizations and individuals
- o Prepares special reports
- o Represents Office of Communications on Department's Energy Policy Committee
- o Develops briefing material for Secretarial and Presidential use
- o Serves as liaison with Office of Publications on publication matters

BISHOP is classified as an Information Officer (Special Assistant) GS-15.

In present position since 1963. Vice President, Advance Public Relations, NYC, 1958-63. Director of Community Services for Owned Stations/Manager of Program Publicity, National Broadcasting Co., NYC, 1947-58. Reporter, New Bern, NC, Sun-Journal, New Bern Tribune, Winston-Salem Journal; free lance. Public Relations Officer, Fort Benning, Ga. Journalism degrees: University of N.C. (AB); Columbia University (MS).

Other personnel:

Regina D. Thomas GS-7



INFORMATION OFFICER

Thomas A. Bell

- o Coordinates program planning
- o Responds to programs needs of operating bureaus, and provides counsel and assistance
- o Prepares Secretarial correspondence and other materials for high-level officials, as required
- o Undertakes special assignments at direction of Special Assistant to Secretary/Director of Communications
- o Maintains liaison with Information Officers at major Federal Agencies and coordinates joint undertakings
- o Represents Department at Conferences, events sponsored by national organizations and other bodies
- o Reviews communications policies and makes recommendations involving changes, refinements to improve services and usefulness to public

BELL is classified as an Information Officer | GS-15.

With Office of Communications since mid-1973. Director of Pub. Rel., Intl. Region, Trans World Airlines, Paris, France, 1964-73. Washington Area Director of Pub. Rel. and Asst. to VP for Pub. Rel. (TWA) 1946-64. Newspaper experience: Newark Evening News, Hudson Dispatch, Union City, New Jersey. Attended New York University.

Other personnel:

Aldine S. Stoller GS-8

PUBLIC INFORMATION SPECIALIST

Joseph M. Slye

- o Operates speakers bureau
- o Evaluates Secretarial invitations, recommending departmental representation and participation where appropriate
- o Acts as liaison with Secretarial Field Representatives
- o Serves as Freedom of Information contact
- o Maintains a calendar of departmental public affairs activities
- o Drafts Secretarial correspondence
- o Prepares briefing material for the Secretary

SLYE is classified as a Public Information Specialist GS-12

Graduate of The American University with a degree in English, currently working toward a Master's degree in Public Relations. Prior to coming to Department of Commerce in 1971, served as Presidential Correspondence Clerk at White House, specializing in conveying Administration policies on Vietnam and Youth Programs, 1968-1971. 29 years old.

PRINT MEDIA DIVISION

Richard C. Hoffmann, Director

Anne M. Wiesner, Information Specialist

- o Reviews and distributes all Departmental news releases
- o Issues approximately 3,000 press releases and 350 speech texts annually
- o Arranges media interviews with top officials of the Department
- o Responds to approximately 15,000 inquiries from the news media and public annually and fulfills some 2,000 media and public requests for Commerce publications
- o Prepares a daily Commerce News Digest, a compilation of news clippings
- o Arranges 10 to 15 Secretarial news conferences a year
- o Writes or assigns to the appropriate Commerce agency bylined Secretarial articles for magazines, newspapers, and books
- o Develops and assigns Secretarial interview materials, Op-Ed articles, news features
- o Reviews and clears all publications produced by the Department
- o Reviews and clears speeches of key Departmental personnel
- o Develops special brochures, and Departmental brochure, Serving the Nation
- o Prepares briefing material for interviews, public appearances
- o Maintains biographies and photograph files of key officials
- o Updates information on the Department appearing in encyclopedias, periodicals, books, and manuals
- o Keeps key officials apprised of daily news developments via wire and newspaper stories
- o Develops and maintains position papers outlining Departmental policy for key officials and field offices
- o Maintains 21 lists for special mailings

PRINT MEDIA DIVISION (continued)

HOFFMANN is classified as an Infor. Officer (Director, Print Media Div.) GS-15 Present posit. since 73; Sr. Commerce PIO, 72-73; PIO, Environ. Protec. Agency, 71-72; Press Off., Fed. Water Qual. Adm., 68-71; PIO, Fed. Water Poll. Control Adm., Chicago, 67-68; editorial writer, urban affairs reporter, Chicago's Amer., 63-67; Assoc. Ed., Paddock Public., Arlington Hts., Ill., 59-63; reporter, Sun. Times-Democrat, Daily Times, Davenport, Ia. 56-59. B.S. polit. Sci., U of Utah, 56

WIESNER is classified as an Information Specialist (News Room) GS-12 Principal Assistant, Newsroom Dec. 71-to present; Jan. 67-Dec. 71, Press Officer, Office of Chief of Information, Navy Dept. In Communications field since 1956. Born in Szekszard, Hungary; graduated high school, Spittal, Austria; BA degree in languages, 1967, Western Reserve University, Cleveland, Ohio, Graduate work in communications and management at American Univ. and George Washington Univ.

Other personnel:

Hilliard S. Turner	GS-9
Veronica H. Harley	GS-7
Marie S. O'Neal	GS-7
Watty Frazier	GS-5

BROADCAST MEDIA DIVISION

Earl G. Cox, Jr., Director

- o Serves 3,700 broadcasters with daily news material
- o Produces weekly 3-1/2 minute features for 250 radio stations
- o Assists broadcast correspondents and programs
- o Serves as the Secretary's liaison in local and network broadcast matters

COX is classified as Director, Broadcast Media Division GS-15.

In present position since Nov. 1973. Former TV News Dir/Anchorman-WIVD-TV, Durham, NC; WCCA-TV, Columbia, SC; WCIV, Charleston, SC. Press Secy to US Congressman; Pres. N.C. Adver&PR firm; Foreign TV Network Correspondent. Co-author-2 books; author-1 book; ghost writer-syndicated news column. Awards: USDOC Sp. Achievement Award; U.S Distinguished Citizenship; Education: Citadel, NCSU, Duke U, numerous correspondence schools.

Other personnel:

E. Robert Nassikas GS-13

Richard W. Wilson, Jr. GS-12

Marian E. Craig GS-7

SECRETARY'S SPEECH WRITERS

Horace A. Knowles
Jean O'Brien

Currently, the speech writers in the Office of the Secretary (one permanent, one detail) are under the jurisdiction of the Director of Communications. (The top position has sometimes been called Special Assistant to the Secretary for Public Affairs.)

Various arrangements have prevailed in the past:

- o The Special Assistant to the Secretary for Public Affairs/
Director of Communications has the speech writing unit (along with all other communications activities) directly under that official's supervision.
- o The Secretary designates a separate Special Assistant who is concerned only with speech writing. This Special Assistant either has direct control of the speech writers or has access to their services while they remain organizationally under the direction of the special Assistant for Public Affairs/Director of Communications.

Whatever the arrangement, the individual responsible for speeches has had the prerogative of calling for assistance from bureau information offices and from other qualified persons elsewhere in the Department.

INFORMATION OFFICERS

KNOWLES is classified as a Public Information Officer GS-15
Speech writer for the Secretary since 1963; recipient in 1967 of Commerce
Department's Gold Medal for Distinguished Service; Asst. news Dir., Curtis
Pub. Co., 1946-62; reporter, Wash. Star, 1936-42; author of short stories,
articles, in Saturday Evening Post, American Heritage, other magazines; Ed.,
Gentlemen, Scholars and Scoundrels, best-selling Harper's Magazine anthology,
1959; 1st Lt. USMC, 1942-46.

O'BRIEN, on detail as a speech writer from U.S. Travel Service, is a
GS-14. Since 6/76 on detail as speech writer to Secretary. 1/76-6/76,
Policy Analyst, U.S. Travel Service; '73-'76, Asst. to Exec. Dir., USTS;
'67-'68, Assoc. Ed., Air Travel Mag.; '63-'67, Info. Spec., Navy Fed.
Credit U.; BA, MA, Am. U; Kappa T. Alpha, honorary.

Other Personnel:

Virginia B. Harr GS-9

Commerce America


COMMERCE AMERICA

Commerce America is the official voice of the Department of Commerce providing the Secretary of Commerce ready and continuing access to the executive suites of the nation and the world. Published biweekly, it endeavors to inform the business and industrial community of the programs and policies of the Department directly or indirectly affecting their planning and decision-making. It provides unvarnished, in-depth coverage of Departmental activity beyond that available in newspapers and in the nation's business press, without puffery for the Administration or the Department. Thus, the magazine does not compete with the commercial press and avoids the label of Department "house organ."

Commerce America traces its origins back as far as 1880. For many years it was primarily an international commerce publication under a number of titles. From 1962 it had been called International Commerce, published by the Bureau of International Commerce. This title was changed to Commerce Today in 1970 when the magazine was expanded to include all other aspects of the Department's operations. The magazine continued with that name until January 1976 when, in the Bicentennial spirit, it became Commerce America.

Current Government Printing Office reports of paid subscriptions have been running around 7,000. Better years have seen better figures but the magazine, like so many, has been affected by increased production and postal costs necessitating higher subscription rates. Currently, the yearly rate is \$29.80, compared to \$15 earlier in the '70s.

Beginning with its changeover to Commerce Today in 1970, the magazine was aimed toward top and middle management executives of the business community.



COMMERCE AMERICA (continued)

The magazine is produced by a staff of seven under the direction of an editor operating within the Office of Communications. Story material is obtained from diverse bureaus and divisions of the Department as well as from other government agencies whose programs may affect the American business community. Graphics are prepared by the Design and Graphics Division of the Office of Publications at the direction of the editor and associate editors.

Currently the magazine is published under GPO contract with United Lithographic Services, Inc., of Falls Church, Virginia; subcontractor is Comp-O-Type, Washington typographers.

RICHARD W. BALENTINE - Editor GS-14

Formerly an associate editor of Commerce Today, assumed present post in 1973. Twenty-seven years of newspaper, corporate and international public relations, and magazine experience, the last six with the Department of Commerce.

CLARENCE M. ZENS - Associate Editor, International Commerce GS-14

For five years managing editor of International Commerce, has 31 years of publications experience in Washington including newspaper and national news agency service. Eleven years with the Department of Commerce.

ARTHUR McDERMOTT - Associate Editor, Domestic Commerce GS-14

Sixteen years government publications experience, most of it with the Department of Commerce. Prior to that he had newspaper and newsletter experience.

COMMERCE AMERICA (continued)

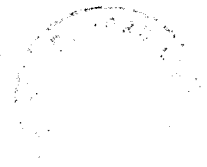
Other personnel:

Margaret L. Hanson	GS-12
Felix Cotten	GS-12
Douglas F. Carroll	GS-12
Leslie Wilder	GS-12
Y. Gloria Fioravanti	GS-7

Public Affairs Council

Services in the Field

Relationship with Office of Publications



PUBLIC AFFAIRS COUNCIL

This organization consists of the Director of Communications, key members of the Office of Communications staff, information directors of the bureaus of the Department, public affairs officers representing Assistant Secretaries, and a representative of the Office of Field Operations, Domestic and International Business Administration. The Public Affairs Council meets once a month or more frequently, if necessary.

As defined at the time of its creation, the functions of the Council are:

- o Through proper coordination, make maximum use of department-wide options and resources in communicating with the public
- o To ensure that at all times the position of the Secretary and the Department is accurately and completely communicated to the media and the public
- o Develop an annual communications program, based upon major objectives of the Department, enabling each bureau to contribute appropriately in communicating these objectives to the public
- o An idea and problem solving exchange where experiences can be shared
- o A conduit for communicating policy changes from the Secretary as well as a channel for submitting major public affairs proposals from the bureaus to the Office of the Secretary

SERVICES IN THE FIELD

Traditionally, the Office of Communications has relied principally on the field offices of the Domestic and Business Services Administration (DIBA) to provide certain public affairs services for matters affecting the Secretary and the Department. These might include arranging interviews for visiting officials, setting up media arrangements for public forums, delivering major news releases, and surveying media reaction. (In only one city, New York, does the DIBA field office have a full time information officer.)

Within the past year, the Department has established Secretarial Representatives in the ten Federal Regions, and these officials in many instances have served as the conduits for information services that formerly were provided by the DIBA district director.

Such bureaus as the Economic Development Administration, Maritime Administration, National Oceanic and Atmospheric Administration, Bureau of the Census and others have field offices in a number of locations which deal with program matters of the agencies concerned. These offices have not been called upon to provide public affairs service for the Department.

RELATIONSHIP WITH OFFICE OF PUBLICATIONS

The Office of Publications is under the jurisdiction of the Assistant Secretary for Administration. The Office of Communications has two relationships with it: as reviewing agent and as customer.

Review. In the early stages of preparation of a manuscript for any publication issued in the Department, a form describing its proposed contents and the audience for which it is intended is submitted to a reviewing officer in the Office of Communications. When necessary, this officer requests further information (and review of the final manuscript) of publications appearing to have a sensitive bearing on policy.

Customer. The Office of Communications uses the services of the Office of Publications for printing, photography, and art and preparation of publications issued by the Office of Communications. The graphics unit of the Office of Publications also handles mechanical detail of slide presentations.

Bureau Information Office Functions, Staffs
and Key Problem Areas

BUREAU OF THE CENSUS

PUBLIC INFORMATION OFFICE FUNCTIONS

- o Issues 300-350 news releases each year, reporting a wide spectrum of current U.S. demographic, social, and economic data
- o Plans and conducts major national information campaigns in support of the periodic censuses taken by the Bureau. These cover governments, agriculture, business, manufacturing, mineral industries and transportation, in addition to the decennial population and housing
- o Prepares speeches, statements, etc. for the Director and Deputy Director of the Bureau
- o Prepares magazine articles on request, encyclopedia and almanac articles, brochures, radio-TV public service announcements, and miscellaneous publications to further public acceptance and knowledge of Census programs
- o Plans and contracts for audio-visual materials as needed, including motion picture films, slides, and exhibits
- o Handles a high volume (300-400 per week) of requests for information from the media, the general public, government, business, and the academic community
- o Arranges media interviews for Bureau officials and subject matter experts
- o Issues such regular economic reports as Weekly and Monthly Retail Reports; Advance Report on Durable Goods, Manufacturers' Shipments and Orders; Export and Import Merchandise Trade; Housing Starts; Monthly Wholesale Trade; Manufacturers; Export Sales and Orders;

BUREAU OF THE CENSUS (continued)

Manufacturers, Shipments, Inventories and Orders; Construction Expenditures; and Housing Vacancies.

HENRY H. SMITH - Public Information Officer GS-15

In government information since 1957---seven years with USDA, and since 1964 with the Census Bureau. Became Public Information Officer in January 1976. A graduate of Brown University, he had 16 years of newspaper, wire service, and corporate public relations experience before entering government service.

EUGENE M. CAGLE - Assistant Public Information Officer GS-14

Has been with the Census Bureau since April 1971. Became Assistant Public Information Officer in January 1976. Before entering government service, had 13 years in radio and television news, including five years with the ABC Network in Washington and seven years overseas with the American Forces Network, Europe. Graduate of Rutgers University.

Other Personnel:

Kenneth C. Field	GS-14
Arthur E. Mielke	GS-13
Gary H. Wilkinson	GS-13
Raymond L. Bancroft	GS-13
Richard D. Ritter	GS-12
Mavis V. Dion	GS-12
W. Frederick Gatlin	GS-11
Mark Mangold	GS-11
Kelley Fitzgerald	GS-5
Ms. Beulah Land	GS-9

BUREAU OF THE CENSUS (continued)

Ms. Mary Spalding	GS-8
Ms. Patricia Buscher	GS-7
Ms. Helen Mann	GS-7
Ms. Sharon Harrington	GS-5
Ms. Eleanor Rodriegues	GS-5
Ms. Mary Reilly	GS-4
Ms. Linda Nicholson	GS-4
Ms. Maureen Thompson	GS-4
Ms. Virginia Berg	GS-4
Ms. Debra Lahman	GS-2

BUREAU OF ECONOMIC ANALYSIS

Major releases:

- o Gross national product
- o Personal income
- o Balance of payments
- o Composite index of leading indicators
- o Plant and equipment expenditures
- o Regional personal income
- o Manufacturing and trade inventories and sales

AGO AMBRE - Public Information Officer (Economist) GS-15

Began Govt. service Nov. 1959 as Chief of Information Section of NY office, Bureau of Labor Statistics, U.S. Dept. of Labor. Editor of Occupational Outlook Quarterly. Organized Division of Information Services in 1966, Chief 1966-70. Economist-writer-editor, Prentice-Hall 1958-59; economist, U.S. Economics, Inc., consultants 1955-59. Education: City College of N.Y. and Columbia.

Other personnel:

Larry R. Moran, Economist, GS-12

DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION

OFFICE OF PUBLIC AFFAIRS

Public Information Division

Five professional public information specialists are assigned individually to each of the DIBA operating units. They assist the Bureau directors in communicating the work of their bureaus to the public through news releases, speeches, media contacts, the placement of feature and byline articles in national and regional publications, and the preparation of audiovisual and broadcast materials.

Communication Services Division

The communication services division oversees the printing of all DIBA publications designed for the business and general public. It assists in the conception and development and is responsible for the execution of publication efforts designed to support all DIBA programs.

Four writer-editors take the raw technical material provided by the operating units and fashion it into readable publications, which in the fiscal year just ended numbered 1800 separate items. These publications range from short trade show solicitation letters and other support material to large special items such as the U.S. Industrial Outlook, Country Market Surveys, International Economic Indicators, and a great variety of international and domestic business reports.

New Initiatives

Considering that the main communications effort takes place in the field through daily contact by the field office personnel with the business community, we are currently developing new communications materials, which will strengthen the ability of our field office representatives to better explain the programs and services of DIBA.

DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION (continued)

A major part of this effort is an audio visual communications program, which includes the production of special interest films designed to be exhibited on recently purchased Fairchild super 8mm projectors for use by field office personnel. Also, special three panel displays highlighting specific program areas are being created for use in the field.

ISSUES

The principal issues relating to DIBA's public affairs efforts are shown below. (Double bullets signify issues of greater importance.)

DOMESTIC COMMERCE

- oo Consumer Affairs
- oo Returnable Bottles vs "No deposit, no return"
- oo Capital Formation -- particularly in steel industry
- oo Impact of Japanese imports RE: U.S. electronics and consumer goods
- oo Product Liability
- oo Crimes Against Business
- oo Energy Conservation
- o Industrial Outlook
- o Ombudsman's Office
 - Productivity Measurement
 - Consumer/Business Seminars
- o Cocoa/Coffee
- o Business Machines
- o Consumer Credit
- o Steel
- o Fertilizers
- o Medical Equipment
- o Engineering, Electrical, Optical Instruments

DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION (continued)

- o Photographic Equipment
- o Textile Trade
- o Home Entertainment Equipment

INTERNATIONAL

- oo Arab Boycott (See Attachment A)
- oo Investment in the United States
- oo Multinational Corporations
- oo U.S. Export Promotion (trade centers, fairs, missions, etc.)
- oo Domestic and World Economics
- o Trade Negotiations
- o Near East Trade
- o Global Market Research
- o East-West Trade Promotion
- o Export Seminars
- o Export Controls
- o U.S. Trade Policy

Speakers Services

Speaker Services seeks to assure that the Assistant Secretary for DIBA and the other senior officials are available to address a wide variety of public and private organizations on subjects related to the Department's policies, objectives, and programs.

This office functions as liaison with the Office of the Secretary by evaluating all DIBA-related speaking invitations to the Secretary, and recommending appropriate action. If the Secretary's participation is not recommended or if he is not available, attempts are made to fill the request with a DIBA official.

Speaker Services also assists in providing the following services to the Office of Field Operations and its district offices:

Office of Field Operations

- oo "E" Award promotional activities
- oo Business News Digest (monthly newsletter)
- o Speaker Calendar (twice a month)
- o Feature articles and op-ed pieces for placement in local newspapers and trade press
- o Press releases and other publicity for meetings and conferences sponsored by the district offices
- o Speakers for District Office forums
- o Liaison between District Offices and Office of the Secretary's speakers bureau in obtaining Department speaker other than DIBA officials
- o Coordination with District Offices on World Trade Week promotional activities

ROBERT B. AMDUR - Office Director GS-15

Entered govt. service six years ago with PA dept. of HUD; detailed to manage audio-visual and broadcasting program for Cost of Living Council; 15 years broadcasting experience, including 10 with NBC and ABC-TV networks in news, editorial, and production management assignments. Boston Univ. (B.S. Public Communications); Major, U.S. Army Reserve.

DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION (continued)

TRACY L. EVANS - Public Information Division Director GS-14

Eight years, editor of business, legal, and economic publications for Bureau of National Affairs. Intelligence research analyst, East European economic affairs, National Security Agency; Dir. press and radio operations for Eastern India; USIA foreign service. Harvard Univ. (B.A. Govt.); Heidelberg Univ., Germany (30 hours, economics).

THOMAS C. WITHERSPOON - Director, Communications Services Division GS-14

Seventeen years publishing experience; writer-editor with Smithsonian Institution, Yale University Press, University of North Carolina Press, and Doubleday and Company. Yale University (B.A. English), grad work UNC.

Other personnel:

James F. Rourke	GS-14
Daniel Landa	GS-14
William Scouton	GS-13
William Stanton	GS-13
Peter Lauck	GS-13
Gertrude Gerber	GS-13
Myrna Vanden Eykel	GS-12
(vacant)	GS-12
Alice Gray	GS-9
Ellie Gilliland	GS-8
Christine Smith	GS-5
Pauline Benson	GS-5
Judith Carter	GS-5

ARAB BOYCOTT AND DIBA PUBLIC AFFAIRS RESPONSIBILITIES

On April 29, 1976, the Secretary of Commerce announced that, as part of the U.S. Government's efforts to discourage the Arab Boycott of Israel, the Commerce Department would make public all letters charging companies with violations of boycott-reporting regulations. These regulations are administered by DIBA's Bureau of East-West Trade.

The DIBA Office of Public Affairs writes press releases when these letters are sent to companies charged with violating the regulations, and it answers queries from the news media, law firms, companies and other interested parties about them.

As a further effort to place the spotlight on the Arab Boycott and thus discourage it, the President, on October 7, 1976, ordered that all boycott-related requests required by the Arabs from U.S. companies be made public.

The DIBA Office of Public Affairs has issued no press releases on lists of companies that have been approached by the Arabs, but it has answered many queries about the new public-disclosure procedure.

The public can obtain copies of charging letters, as well as boycott-reporting material in Room 3100, DIBA, Freedom of Information Records Inspection Facility, U.S. Department of Commerce, 14th and Constitution Avenue, N.W., Washington, D. C. 20230.

Following the President's October 7 directive on public-disclosure, the Secretary of Commerce acknowledged to a Congressional committee that a clearer distinction needed to be made on what constituted boycott compliance. Legally, the furnishing of any information in response to boycott-related requests constitutes "compliance". This includes such things as a simple "negative" certificate of origin, even when such responses are statements of fact and reflect no change in a firm's business practices. This legal requirement evoked strong objections. Many firms whose names appeared in newspaper articles as having "complied" with the Arab boycott expressed outrage, some stating they did more business with Israel than with Arab countries. The Secretary of Commerce has indicated that the Commerce Department would search for ways to assist the news media in distinguishing between this kind of "compliance" and active participation in the Arab Boycott involving a change in business practices.

On November 18, the Commerce Department announced its proposal to amend its reporting procedures with regard to the Arab boycott, in ways which would clarify the public record of U.S. firms' responses to the boycott.

The Department's Federal Register notice made clear that the stated public policy of the United States reflected in the Export Administration Act does not differentiate between so-called active compliance, on the one hand, and the simple furnishing of information on the other. Nevertheless, in an attempt to eliminate some of the controversy surrounding the meaning of the word compliance, the Department proposed two changes:


First, it proposed to amend the "compliance" question to omit the word "comply" and to substitute in its stead language taken from the policy statement of the Export Administration Act.

Second, it proposed to amend the reporting form to state that firms may attach to the report form any additional statement they feel is necessary or appropriate to explain the nature of their response to a boycott-related request.

The proposed changes would in no way alter the requirement of current law that American firms report to the Department of Commerce the receipt of requests for action or information related to the Arab boycott and that they indicate on such reports the action they have taken or propose to take in response to the request.

Finally, the Department proposed a clarifying amendment to its regulations concerning certificates of origin. Consistent with past Department practices, this amendment would state that requests for affirmative certificates of origin, absent particular evidence to the contrary, are not considered boycott-related requests and, therefore, would not fall within the Department's reporting requirements.

Affirmative certificates of origin (e.g., "the goods supplied are solely of United States origin") -- in contrast to negative certificates of origin (e.g., "the goods are not of Israeli origin and do not contain Israeli materials") -- are commonly used in international commerce for legitimate customs and commercial purposes, and are therefore not considered to come within the reporting requirements of the Department.



These changes would not alter in any way the policy of the Department of Commerce and the United States toward the Arab boycott. That policy continues to be to encourage and request American firms to refuse to take any action, including the furnishing of information, in response to boycott-related requests.

ECONOMIC DEVELOPMENT ADMINISTRATION

OFFICE OF PUBLIC AFFAIRS - MAJOR FUNCTIONS

- o Issues 1,000 news releases a year announcing project approvals, designations of eligible areas and certifications under Trade Act, technical assistance, research, and Trade Act study reports, etc. Prepares notification of interested members of Congress on EDA projects and actions
- o Publishes quarterly magazine, Economic Development/USA, the EDA Log for employees of the Agency, EDA Clip Sheet for use of top staff and Assistant Secretary for Economic Development in making policy decisions
- o Assists Members of Congress in explaining EDA programs to constituents
- o Answers inquiries from media and the public about EDA programs. Arranges for feature and news coverage by media
- o Writes and/or edits speeches for the Assistant Secretary and other top EDA staff
- o Provides articles for magazines, newspapers and the Department's Feature Service
- o Prepares speech drafts, briefing materials and other material for the Secretary of Commerce and the President
- o Issues brochures, maps, booklets explaining EDA programs. Prepares two EDA annual reports to Congress

- o Produces or supervises production of film slide shows, movies and exhibits on EDA programs

ECONOMIC DEVELOPMENT ADMINISTRATION (continued)

- o Processes printing, including technical assistance and research reports and administrative printing, such as guidelines and regulations and internal operating procedures
- o Handles requests to EDA under the Freedom of Information and Privacy Acts

BARBARA A. ESTABROOK - Director, Office of Public Affairs GS-15

Born: 10-19-21 N.Y., N.Y. Education: B.S. Skidmore College. 25-year professional career with 13 years at Franklin National Bank, last 3 as Ass't V-Pres.-P.R. Director. 7 years, Director, OPA, EDA. Honors: '68-'72 Alumnae trustee, Skidmore; '72 named one of 50 top alumnae; '75 DOC Rep., IWY Conference. "Who's Who in American Government."

HENRY B. JENKINS - Deputy Director, Office of Public Affairs GS-15

Born: 5-30-23 Greenville, N.C. Attended: E. Carolina U., B.A. The George Washington U. 20-year media career includes editing weekly newspaper, top editing jobs on Wilmington, N.C., News and a national monthly magazine in housing; 10-plus years with Washington Post, last 3 as news editor. Government, 11 years in present post.

Other personnel:

Herbert T. Gerardi GS-14

James P. Register GS-14

Charles N. Eischen GS-13

ECONOMIC DEVELOPMENT ADMINISTRATION (continued)

Amber L. Eustus	GS-11
Margaret R. Knight	GS-9
Valencia D. Taylor	GS-7
Josephine A. Vignola	GS-7
Sharon Golden	GS-4
Marlene A. Kotkins	GS-4
Ernestine Brown	GS-4

Zachary Metz	GS-14
Maurice Z. Michelman	GS-13
George T. Wade	GS-9
Doris M. Taylor	GS-6
Leroy R. Cheek	GS-2

ECONOMIC DEVELOPMENT ADMINISTRATION
AND THE \$2 BILLION JOBS PROGRAM

The Economic Development Administration expects to begin announcing grant approvals for projects under the \$2-billion Federal public works program in late December.

The program, being conducted under the Local Public Works Capital Development and Investment Act of 1976, provides at least \$10 million for locally oriented projects in each state.

In addition to helping create jobs in construction and related industries in areas of high unemployment, the program is expected to enable communities to build vital public facilities that could not have been realized without Federal assistance.

Communities interested in participating in the program were advised on November 17 to submit grant applications prior to December 3 to enable EDA to make timely approvals, since the legislation sets a 60-day time limit for action on each application.

By November 20 approximately 15,000 applications had been received. These applications represent requests for about \$15 billion.

EDA expects to complete approvals for the appropriated \$2 billion by February.

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MARITIME ADMINISTRATION

PUBLIC AFFAIRS ACTIVITIES

- o Produces publications and brochures dealing with the Agency's activities, industry statistics, and other maritime developments
- o Publishes the annual report of the Maritime Administration (required by statute) and drafts MarAd section of the Annual Report of the Secretary of Commerce
- o Disseminates public information on maritime affairs through news releases; preparation of daily "press book" items, including detailed reports on actions of the Assistant Secretary of Commerce for Maritime Affairs, the Maritime Subsidy Board, and the Agency's Administrative Law Judges, and other information of special interest to the maritime news reporters who regularly cover the Agency; and daily preparation and distribution of MarAd Press Clips
- o Drafts and distributes texts of speeches, by-lined feature articles, and other public statements by the Agency's top executives
- o Conducts a national media relations program to meet requirements of the maritime press as well as of the general print and broadcast media
- o Responds to inquiries from news media, Congress and general public
- o Provides public affairs support for the MarAd headquarters staff in Washington, its four Regional Offices, and the U.S. Merchant Marine Academy, Kings Point, N.Y.; the Office of the Secretary, Department of Commerce; and through the Departmental Office of Communications, to the White House
- o Produces and distributes motion pictures, TV and radio spots, slide presentations, exhibits, posters, and other visuals promoting the U.S. merchant marine

MARITIME ADMINISTRATION (continued)

WALTER E. OATES - Public Affairs Officer GS-15

Appointed to present position in Feb. 1970. Served as Public Affairs Director, Shipbuilders Council of America (1962-70) and editor of Marine Engineering and other publications of Simmons Boardman Publishing Corp. (1952-62). 1944 engineering graduate of U.S. Merchant Marine Academy. 1952 graduate of Syracuse University's School of Journalism.

CLYDE C. BALL - Public Information Officer GS-14

Appointed to present position in Aug. 1976; in public communications for 31 years. Previous public affairs management positions at Federal Energy Administration (1974-76), Commerce Dept.'s Domestic and International Business Administration (1970-74), and Ford Motor Co. (1962-70); served as editor/reporter with the Associated Press and two dailies; B.A. in Journalism from Marshall Univ.

Other personnel:

Robert J. Skipp	GS-9
Charles W. Reese	GS-9
Lester A. Reingold	GS-9
Harold B. Hoes	GS-7
Vontell D. Frost	GS-7
Patricia A. Purdy	GS-4

NATIONAL BUREAU OF STANDARDS

OFFICE OF INFORMATION ACTIVITIES

INTRODUCTION

Since 1901, the National Bureau of Standards has fostered the scientific and technical development of our nation through its mandated responsibilities to develop, maintain, and disseminate our national network of measurements and standards. Standards have been the language by which people and nations have bought and sold goods, developed compatible products, judged the quality of their environment, and provided guidemarks for practices involving health, safety, and convenience.

In specifying how the Bureau should carry out these functions, Congress, in the NBS enabling act of 1901, as amended in 1950, authorized "the compilation and publication of general scientific and technical data resulting from the performance of the function specified herein or from other sources when such data are of importance to scientific or manufacturing interests or to the general public, and are not available elsewhere, including demonstration of the Bureau's work by exhibits or otherwise as may be deemed most effective." It is under this direct Congressional mandate that the Office of Information Activities, National Bureau of Standards, operates.

ORGANIZATION

OIA is composed of a Division office and two sections, Editorial and Special Activities. The Editorial Section is responsible for carrying out the Bureau's general information program primarily through the print and broadcast media; Special Activities is responsible for visual, tour, and conference activities. The Division Office handles liaison with the NBS Director's Office and general planning and administrative responsibilities.

ACTIVITIES

The Editorial Section is responsible for: (Numbers given refer to FY76 output)

News releases -- 216 general and technical releases issued.

Press queries -- 1152 press calls and letters handled.

Annual Report -- corporate style report directed to general audiences and issued five months following the end of each fiscal year.

DIMENSIONS/NBS -- 24-page, 2-color monthly news magazine of the Bureau, with 8,000 circulation (a consumer-oriented publication now being upgraded in its design and scientific content, with the first issue of the new magazine due in January, 1977).

STANDARD -- the biweekly newspaper for all NBS employees, eight pages, one-color.

NEWS BRIEFS -- Broadcast Briefs sent to 800 television and 1500 radio stations; Consumer Briefs sent to 600 consumer writers and editors; Conference Briefs sent to entire general and technical press list. Consumer and Broadcast Briefs issued approximately monthly, Conference Briefs issued quarterly.

Promotional Material -- Including flyers advertising NBS publications, program brochures, posters, and booklets for special events (such as the 75th Anniversary Open House).

Public Service Announcements -- for special promotions such as the NBS consumer booklet, Making the Most of Your Energy Dollars, prepared as 10-second and 30-second announcements for both radio and television.

Broadcast features -- 3½ to 5 minutes in length, featuring voice actualities of NBS scientists and program managers, distributed monthly to 200 client radio stations by the DoC Radio Service.

Monthly Highlights -- brief scientific and technical reports of work in progress at the Bureau, distributed internally to section chiefs and above.

The Special Activities Section is responsible for:

Audio-visual Activities -- Motion pictures: 8 (4 of them for exhibits)
Slide-audio presentations: 5 (3 of them for exhibits)
Videotape presentations: 3
Television spots: 3

Conferences -- Scientific and technical meetings covering subjects in which there is on-going research at NBS, which are sponsored, co-sponsored or hosted by NBS. The meetings range from small workshops to full-scale symposia, and attract attendees from around the U.S. and the world.

Number of Meetings: 85
Attendance (total): 12,008
Average attendance: 141

Exhibits -- Exhibits explaining the various on-going projects at NBS which are displayed at conventions, trade shows, and conferences around the country. We have a cooperative agreement with the Association of Science and Technology Centers, where two exhibits sponsored by NBS travel to various science museums throughout the United States.

Number of events in which we exhibited: 58
Number of people (total): 1,356,280

Tours --

Tours of appropriate laboratories at NBS are conducted for schools, scientific and technical groups, and for the general public. Many of the tours are tailored for special interest groups. In addition, general tours are conducted twice a week.

Number of Tours: 186

Attendance: 2,921

PROGRAM EMPHASES

The Editorial Section uses a beat system to cover the Bureau's four major program organizations -- the Institutes for Basic Standards, Materials Research, Applied Technology, and Computer Sciences and Technology. Information Specialists, with skills in communicating science and technology through all media, work with the program and administrative staffs in developing yearly communications plans. These plans indicate the major information activities anticipated for the National Bureau of Standards in the following year. The communication plan for FY77 deals with eight major program areas: computers, consumer product technology, energy conservation, environment, fire research and safety, law enforcement, materials research, and measurement standards. A brief discussion of each of these program areas follows:

Computers:

OIA Objective: To inform the public of what NBS is doing to improve automation technology, software and hardware usage, networking capabilities, security of computers, and general computer usage.

Program: NBS is charged with promoting the nation's science and technology and as part of that responsibility is concerned with the efficiency, accuracy, reliability and security of computer services and products. NBS is the only Federal agency authorized to promulgate government-wide standards and guidelines for automated information processing activities, data elements, and codes. The multibillion-dollar cost of Federal computer purchases and operations necessitates improved quality control and performance to enhance the efficiency and economy of the government's computer operations. The diffusion of computers through the public sector makes it important for NBS to set standards for safeguarding individual privacy and protecting confidential or valuable information.

Consumer Product Technology:

OIA Objective: To inform the American public, including the trade, technical and consumer protection communities, of work the NBS is performing in the area of consumer product technology. This work is designed to support the mission of the Consumer Product Safety Commission and to promote increased consumer confidence in manufactured products.

Program: Safety of consumer products is of major concern to the American public. About 20 million Americans are injured in the home each year as the result of incidents related to consumer products. Of this number, 30,000 are killed and 110,000 are permanently disabled.

This concern resulted in the creation of the Consumer Product Safety Commission in 1973. Congress directed the Commission to utilize the technical resources of NBS in carrying out its functions. NBS research and testing in support of the desirable goal of reducing consumer product accidents warrants presentation to the American public.

Energy Conservation:

OIA Objective: To inform consumers and the scientific and industrial community about the NBS energy conservation program designed to help the nation achieve self-sufficiency in energy resources.

Program: Self-sufficiency in energy has been set as an objective for the next decade. Reaching this goal will depend greatly on energy conservation, which implies both the reduction and the more efficient use of energy supplies.

Currently, the NBS research constitutes a major portion of all federal activity in the field of energy conservation and is perhaps the single largest program anywhere encompassing buildings, communities, industrial processes, and standards. The NBS work is supported by the Energy Research and Development Administration, the Department of Housing and Urban Development, the Federal Energy Administration, and other agencies.

Environment:

OIA Objective: To communicate to the public NBS activities in the field of environmental measurements and how this assists the nation in achieving its goal of pollution abatement.

Program: The detrimental effects of environmental pollution on the health and well-being of citizens are well publicized. The mission of NBS in air, water, and noise pollution is not to improve the environment directly, but to provide, through the development of standards of measurement and methods for making measurements consistent with those standards, a sound basis for making rational environmental decisions.

The national effort to protect the environment is primarily one of enforcement of regulations and control. To control pollution, one must be able to measure it accurately. NBS, working as an impartial, non-industry and non-regulatory agency, works in support of the nation's pollution abatement programs by providing:

- Standards for measurement
- Improved measurement techniques and instruments
- Calibration of measurement systems
- Scientific information and data

Why is a measurement system necessary? Federal, state, and local agencies charged with enforcement of pollution regulations need accurate and reliable measurements to reduce the incidence of unnecessary challenges to charges of

failure to meet regulatory standards. Professional effluent monitoring laboratories and industries subject to pollution regulations need accurate measurements to take appropriate corrective action in the event of suspected violation and to avail themselves of the means of determining the performance characteristics of pollution control devices. Finally, the program is needed by the American people since protection of the public health is based in the ultimate analysis upon our ability to measure accurately the pollutant concentration or duration that produces the health effect.

Fire Research and Safety:

OIA Objective: To inform the American public of the extent and seriousness of the national fire problem, to encourage the public's cooperation in preventing fires, and to give the strong impression that the National Bureau of Standards is working to reduce the loss of life and property from fire.

Program: Fire losses in the United States are the highest of any industrialized nation. There are 12,000 deaths, 300,000 injuries and \$11 billion in property losses each year as the result of fires.

The NBS Center for Fire Research has the challenge of developing the technology necessary to reduce these losses substantially. The Center works closely with the National Fire Prevention and Control Administration. The goal is a 50 percent reduction of fire losses over the next generation.

Law Enforcement:

OIA Objective: To inform the public of what NBS is doing to strengthen the technology and efficacy of law enforcement and legal administration.

Program: More effective crime control is an abiding public concern as deprivations against life and property remain high. The latest Uniform Crime Reports (FBI) show that in the first quarter of 1976 crime in North-eastern States was up 7 percent, in North Central States 5 percent, in Southern States 2 percent, and in Western States 1 percent. The Commerce Department's Bureau of Domestic Commerce estimates that crimes against business alone totalled \$23.6 billion in 1975, resulting in a per capita cost of \$112 and losses amounting to some 15 percent of total corporate profits.

The Law Enforcement Standards Laboratory of the National Bureau of Standards operates under the Omnibus Crime Control and Safe Streets Act to provide technical backup to the Law Enforcement Assistance Administration of the Department of Justice, particularly in such areas as test methods and performance standards for law enforcement equipment, scientific investigative techniques, communications systems and courtroom technology. Beneficial effects of LESL's work reach the public at large as police are provided with better crime control tools and practical information is provided to aid citizens in strengthening their security arrangements.

Materials Research:

OIA Objective: To inform the public and the scientific and industrial communities about the research programs of the National Bureau of Standards related to materials research.

Program: Materials are the lifeblood of our economy, yet we live in a world of limited natural resources. Within this materials-limited framework, the United States alone uses 1.8 billion kilograms of new materials each year. Indeed, the United States is already confronted with some shortages of materials. For instance, the United States now imports all its platinum, mica, chromium, strontium, cobalt, tantalum, and columbium from foreign countries and it is possible that other critical shortages may arise unless existing materials are more efficiently utilized.

For nearly as long as it has existed, NBS has been involved in promoting the improved use of materials by increasing their reliability and enhancing their durability in service. One of its basic and continuing responsibilities has been to develop and maintain basic measurement capabilities for accurately determining properties of materials and relating these properties to the performance of materials in service.

Measurement Standards:

OIA Objective: To inform the public, including management and R&D personnel in industry and commerce, what NBS is doing in the field of measurement standards, calibration and measurement method, and instrumentation design, and how this promotes technological advance, productivity, better use of materials, consumer protection and equity in trade, and understanding of the physical world.

Program: Measurement seeks and finds the fixed relations that give us our bearings in a world of change. It is indispensable to the viability and advance of all major segments of human activity--the acquisition of knowledge, maintenance of health, technological research and development, industrial and agricultural production, building construction, transportation of people and things, communications.

It touches daily life at so many points that we tend to take it for granted. But when measurements go awry there is little we do that is not at once hampered or totally frustrated--getting up on time in the morning, taking the temperature of a sick child, driving to work (speedometer, gas gage), buying the groceries, baking a cake, paying the electric bill, adjusting the frequency meter (tuning dial) of the radio or TV, checking our weight on the bathroom scale, setting the thermostat--to mention a few of the more obvious examples.

The IBS Evaluation Panel has recommended that IBS assign much greater importance to the timely dissemination of information on new measurement methods and standards developed by it to the individuals and organizations who could benefit most from the information.

NATIONAL BUREAU OF STANDARDS (continued)

Office of Information Activities

ROBERT T. COOK - Division Chief (Acting) Supervisory Pub. Info. Spec. GS-14
 Born July 27, 1925, Worcester, Mass. U.S. Navy during WWII. AB in English
 Expression, Brown Univ., 1950. 10 years with AAA primarily as Travel Manager.
 Joined NBS in 1960 as a writer/editor in the Info. Section. Has served as Tour
 Manager and Exhibits Dir. Established the NBS Conference Program as Manager.
 Appointed Chief of Info Section (now Spec. Activities) in 1964. Asst. Chief
 of the Div. in 1969, Dep. Chief in 1973, and Acting Div. Chief in August 1976.

Other personnel:

Donald V. Baker	GS-14
Hazel G. Ralston	GS-11
Margery H. King	GS-11
Alice L. Scott	GS-7
Lynne G. Boggs	GS-5
Carole L. Cheatam	GS-5
Deborah A. Howard	GS-5

Editorial Section

RICHARD S. FRANZEN - Section Chief - Supervisory Writer/Editor GS-14
 Came to NBS with background as a reporter in Indiana for eight years, following
 sales training with a Chicago-based printing firm. Served for 3½ years as press
 aide, legislative Asst., and Admis. Asst. to a U.S. Congressman. Before joining
 NBS in Sept. 1973, he was head of the congressional relations office and then Chief
 PIO for an agency in the Executive Office of the President.

NATIONAL BUREAU OF STANDARDS (continued)

Other personnel:

Stanley Lichtenstein	GS-13
Frederick P. McGehan	GS-12
Madeleine S. R. Jacobs	GS-12
Sharon A. Washburn	GS-11
Julianne W. Kelley	GS-9
Michael A. Baum	GS-7
Susan C. Lieberman	GS-7
Esther J. Solomon	GS-7
Diedra K. Van Duzee	GS-7
Justine A. Williams	GS-7
Virginia M. Stone	GS-5
Teresa L. Radcliffe	GS-2
Karen M. Bowman	Student Aid

Special Activities Section

SARA R. TORRENCE - Section Chief (Acting) Public Information Specialist GS-12. Born 1941, Winston-Salem, N.C. BA in Govt., Southern Methodist Univ. (1963). Katherine Gibbs School, N.Y. (1964). Joined the Department of Commerce, Office of the Asst. Sec'y for S&T (1964). Transferred to NBS as Ed of the NBS Standard in 1966. Became Asst. Man. of the Conference Program in 1969 and Manager in 1971. Appointed Acting Chief of the Special Activities Section in Sept. 1975.

NATIONAL BUREAU OF STANDARDS (continued)

Other personnel:

Walter W. Weinstein	GS-13
Ronald E. Meininger	GS-12
Josephine A. Lorden	GS-7
Patricia S. Marshall	GS-4
Margaret C. Harper	GS-4
Nancy L. Leggieri	Student Aid

NATIONAL FIRE PREVENTION AND CONTROL ADMINISTRATION

INFORMATION SERVICE ACTIVITIES

- o Advise all NFPCA agencies on public information policy, programs and issues
- o Handle media
- o Handle publications, including brochures, reports, newsletters, bulletins, books, from manuscript editing and review stage through final printing and distribution
- o Coordinate major agency conferences
- o Responsible for audio-visual agency presentations, chart presentations, slide presentations, radio and TV scripts and presentations
- o Write, edit, and produce reports and newsletters
- o Coordinate nonprogrammatic information activities within NFPCA
- o Work with the fire services and others in fire prevention-related activities

PEG MALOY - Director of Information Services GS-15

B.A. degree, St. Lawrence University, Canton, N.Y.; Grad work in journalism, business and economics; Radio and TV broadcaster, continuity director and producer, upstate N.Y.; Assistant PR, N.Y. Hilton; Consumer Specialist, Lincoln-Mercury; Consumer Co-ordinator, NYS Commerce Dept.; Domestic Bus. Ed, US DOC; Publications Dir., GSA; to present position.

Other personnel

Cheryl Steffeck	GS-12
Kirby Whyte	GS-12
Myrna Mood	GS-6

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

PUBLIC AFFAIRS PROGRAM

The National Oceanic and Atmospheric Administration (NOAA) is the largest and most diverse organization in the Commerce Department, with more than 13,000 persons working literally across the face of the globe.

It is directed by an Administrator, a deputy and several associate and assistant administrators. The headquarters structure includes the National Office of Sea Grant Programs, the Office of Coastal Zone Management, and the Office of Ecology and Conservation.

Major line components are the National Weather Service, National Marine Fisheries Service, National Ocean Survey, National Environmental Satellite Service, Environmental Research Laboratories, and the Environmental Data Service.

The Office of Public Affairs reports directly to the Administrator.

Its products include:

- o News releases
- o Radio and television spots (primarily concerned with safety from natural disasters, a subject of major effort here)
- o Educational films
- o Publications (including brochures, a fortnightly newsletter and a quarterly magazine)
- o Speeches
- o Advance work
- o Media events (particularly on weather forecasting and safety)
- o Open houses at facilities and on ships

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (continued)

The Public Affairs staff is located in Rockville, Md. (headquarters), Silver Spring, Md. (National Weather Service), Suitland, Md. (National Environmental Satellite Service), Washington (National Marine Fisheries Service, Offices of Sea Grant and Coastal Zone Management), and Boulder, Colorado (Environmental Research Laboratories). The Environmental Data Service does not have a public affairs office.

STANLEY B. EAMES - Director of Public Affairs GS-15

Born Embden, Me., Oct. 2, 1917. Attended the University of Maine. Reporter-editor, Boston Herald, 1942-1965. Director of Public Information, Environmental Science Services Administration, 1966-1970. Director of Public Affairs, NOAA, 1970. Honors: Department of Commerce Silver Medal, 1969.

L. ERICK KANTER - Deputy Director of Public Affairs GS-14

Born New Ulm, Tex., Dec. 15, 1942. B.A., University of Texas, 1965. Navy Public Affairs Officer, Saigon and the Pentagon, 1967-1969. Staff Correspondent, Newsweek, 1965-1966 (Houston)--1970-1971 (Boston). Director, News Media Relations, other senior positions, Cost of Living Council, U.S. Pay Board, 1971-1974. Deputy Director of Public Affairs, NOAA, Nov. 1974.

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (continued)

Other personnel:

Headquarters

<u>NAME</u>	<u>TITLE</u>	<u>GRADE</u>
Roland D. Paine	Public Affairs Officer Oceanic Programs	GS-14
William J. Brennan	Public Affairs Officer	GS-14
Elliot A. Macklow	Motion Picture Production Specialist	GS-14
George A. Baker	Public Information Specialist-Television	GS-13
John A. Guinan	Public Information Specialist-Radio	GS-13
Charles G. Thomas	Public Information Specialist	GS-12
William O. West	Writer/Editor	GS-12
Lee G. Weiner	Staff Assistant	GS-8
Valerie A. Anderson	Editorial Assistant	GS-7
Sally B. Seitz	Secretary	GS-7
Patricia M. Niland	Clerk-Typist	GS-5
Deloris A. Suto	Clerk-Typist	GS-3
Deborah A. Swiggard	Secretary (Motion Picture Office)	GS-3
Gail L. Holman	Clerk-Typist	GS-2

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (continued)Motion Picture Library

<u>NAME</u>	<u>TITLE</u>	<u>GRADE</u>
Jena B. Smart	Film Distribution Assistant	GS-6
Thomas W. Davis	Film Distribution Aide	GS-4
Lucille O'Boyle	Clerk-Typist	GS-3
Patricia Limparis	Clerk-Typist	GS-3
Richard Foote	Clerk-Typist	GS-3

Office of Sea Grant

James C. Elliott	Public Affairs Officer	GS-14
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Office of Coastal Zone Management

James D. Jacobsen	Public Affairs Officer	GS-14
Milton E. Sloane	Public Information Specialist	GS-12

National Ocean Survey

John G. Stringer	Public Affairs Officer	GS-14
Gloria M. Bradshaw	Public Affairs Assistant	GS-6

National Weather Service

Edwin P. Weigel	Public Affairs Officer	GS-14
Nancy E. Pridgeon	Editorial Assistant	GS-7

Environmental Research Laboratories (Boulder, Colo.)

Carl A. Posey	Public Affairs Officer	GS-14
Louise A. Purrett	Public Information Specialist	GS-12

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (continued)Environmental Research Labs - cont.

<u>NAME</u>	<u>TITLE</u>	<u>GRADE</u>
Joan Elaine Frisch	Public Information Specialist (part-time)	GS-11
Dorothy J. Newman	Public Affairs Assistant	GS-6

National Marine Fisheries Service

Gerald D. Hill, Jr.	Public Affairs Officer	GS-14
Philip P. Mc Geoghan	Public Information Specialist	GS-9
Nola H. Papuga	Staff Assistant	GS-7

MAJOR ISSUESTuna-porpoise:

The National Marine Fisheries Service regulates as well as promotes U.S. fisheries. Pacific tuna fleets "set" seines on porpoise schools; the kill incidental to the tuna catch has run into six figures, is now declining. The Marine Mammal Protection Act directs NMFS to reduce the porpoise kill to a point approaching zero. Intense pressures have been placed on industry by conservationists, and on NMFS by both. The regulations governing the porpoise kill are in constant litigation. The issue is emotional, the parties are polarized, and nobody on either side wants to hear the facts. Outlook: more of the same.

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (continued)Other marine mammals:

The U. S. delegation to the International Whaling Commission led by NOAA's Administrator, has been correctly credited with saving the world's whales from the Russians and Japanese. This one was very hot, is now quiescent. Our administration of the Pribilof Islands seals and recurring applications to import skins from Namibia cause occasional headlines.

Weather disasters:

Whenever a weather disaster occurs which the National Weather Service has not called clearly, correctly and early, NWS is descended upon by Congress and the press. This is a recurring situation. The policy is to send out high-level survey teams, and to issue their reports, as quickly as possible, together with NOAA's plans to improve service.

Weather modification:

NOAA is the national focus for reporting of weather modification efforts, is also involved in experimental modification (Project Stormfury). Many people are uncomfortable about weather modification, and tend (incorrectly) to associate it with natural disasters.

Coastal zone management:

The national program depends on action by state legislatures; this is a hot political matter in many states. Further, as an agency which makes environmental assessments of offshore development we anticipate controversy in this area from time to time.

Ozone research and monitoring:

NOAA's role is scientific, not regulatory. Nevertheless, we find ourselves in the middle of strong differences.



UNITED STATES DEPARTMENT OF COMMERCE
National Technical Information Service
Washington, D.C. 20004

OFFICE OF THE DIRECTOR

November 11, 1976

MEMORANDUM FOR:

Donald E. Bishop
Special Assistant to the Director of
Communications
Room 5415, Main Commerce

From:

Terrance L. Lindemann
Chief, Promotion Division

NTIS has no Public Information Officers. All public information contacts that NTIS has are inadvertent and are handled by people throughout the organization. If you wish any further information, William T. Knox, Director of NTIS is handling all transitional matters.



OFFICE OF MINORITY BUSINESS ENTERPRISE

INFORMATION CENTER FUNCTIONS

- o Disseminates materials useful to minority business and program
- o Publishes OMBE ACCESS, bi-monthly magazine on news and events beneficial to minority business and to others who could assist in advancing minority business
- o Assists in preparing and publishing brochures, programs, directories and reports assisting minority enterprise or organizations helping minority entrepreneurs
- o Develops national and local activities and events to bring attention to, or recognize, minority business-related actions
- o Conducts national program to recognize and honor major companies for minority enterprise activities
- o Gains attention for special programs relating to minority business enterprise in the government and public and private sectors, through press releases, feature stories, TV and radio appearances, press conferences
- o Maintains lists of the minority print and electronic media
- o Develops exhibit booths and materials for participation in national conventions, and local and regional conferences, where such participation will benefit minority entrepreneurs, or the minority enterprise program
- o Issues annual report on progress of minority enterprise as reported to OMBE by all Federal agencies, the financial community, OMBE-funded organizations, state-OMBES, and by various categories of the private sector

OFFICE OF MINORITY BUSINESS ENTERPRISE (continued)

- o Prepares statements, messages, speech in-puts on minority business for Director, agency heads, Secretary, White House
- o Handles media inquiries and contacts, and responds to queries from the various publics

ELLIOTT G. MCLEAN - Chief, Information Center GS-15

Joined OMBE 1970; Info. Off. Dept. of Labor 1967-70; McLean Assoc.

PR Consl. NYC 1966-67; Dir. PR, RC Cola Co., Columbus, Ga. 1964-66; Dir. PR, Dr Pepper Co., Dallas, Tx. 1958-64; AP Miami Bureau 1956-58; Editorial exec. and staff Midwest newspapers (Booth & Federated) 1947-56; radio newscasting, photo journalist, photographer. Eastern, Midwest schools.

Other personnel:

William E. Edwards	GS-13
Lewis Giles, Jr.	GS-13
Edward J. McDonald	GS-13
Eileen F. Heffernan	GS-12
Doris N. Chandler	GS-9
Lillian V. Harrison	GS-7
Dolores R. Thompson	GS-5

OFFICE OF TELECOMMUNICATIONS

PUBLIC AFFAIRS PROGRAM

- o Speeches
- o Press releases
- o Radio spots
- o TV and radio interviews
- o Public service TV announcements
- o Exhibits
- o Pamphlets, brochures
- o Special publications
- o Articles
- o Briefings and seminars
- o Conferences
- o Technical Reports and Memoranda

LOIS H. ADAMS - Public and Technical Information Officer GS-12

In Federal Service over 29 years, Ms. Adams has been Public and Technical Information Officer for the Office of Telecommunications since April 1974. She had previously served as the Office's Chief Librarian and Technical Publications Officer since July 1971. Received B.S. degree in public administration from the University of Maryland in 1976.

Other personnel:

Richard Harland GS-11

Sandy Perry GS-4

Russell B. Stoner GS-12 (Boulder, Colorado)

Lenora Shelton GS-6 (Boulder, Colorado)

PATENT AND TRADEMARK OFFICE

OFFICE OF INFORMATION SERVICES FUNCTIONS

- o Planning and executing programs for Commissioner and staff
- o Revising patent and trademark publications
- o Providing materials and information including speakers to over 40 patent law associations
- o Administration of National Inventors Hall of Fame
- o Planning and executing National Inventors Day Program
- o Arranging for interviews, press conferences, radio and television coverage, press releases etc.
- o Arranging for lectures, tours, scientific meetings
- o Planning and construction of exhibits and visual aids
- o Providing assistance and information to America's inventors, businessmen, industry, and academic community

ISAAC FLEISCHMANN - Director, Office of Information Services GS-15

Born 1910, Burlington, Vermont. Graduated from the University of Vermont with Ph. B. and M.A. degrees. Joined Patent and Trademark Office in 1946. Appointed Director of Information Services 1959; awarded Department's Silver and Gold Medal. Recipient numerous awards from government and patent law associations, three in 1976.

OSCAR MASTIN - Public Information Specialist GS-13

Born 1931; native Virginian. Graduated Smithdeal-Massey Business College. Attended American University. Army AGC Corps 52-54. Joined Patent and Trademark Office 1946. Recipient thirteen awards for superior performance including Bronze Medal. Contributor to a number of publications and authors.

PATENT AND TRADEMARK OFFICE (continued)

Other personnel:

Betty Canaday GS-3

Linda Bebault GS-5

UNITED STATES TRAVEL SERVICE

PUBLIC AFFAIRS SERVICES

- o Develops themes for approximately 12 journalist familiarization tours of the USA per year. Participants are travel writers or other journalists from USTS' six primary market-nations
- o Assists with arrangements for travel writers and other journalists visiting USA not on USTS theme familiarization tour
- o Assists representatives of foreign publications stationed in the USA
- o Provides liaison with USTS offices abroad and their public relations firms
- o Writes and distributes destination feature packages outlining themed vacation opportunities throughout the United States
- o Distributes radio features covering travel opportunities to 500 radio stations nationwide
- o Prepares annual report of United States Travel Service
- o Issues periodic statistical fact sheets on international tourism
- o Prepares brochures on the economic importance of tourism
- o Issues releases based on findings of USTS' Division of Research and Analysis and USTS programs

MELINDA MANNING CARR - Acting Director, Media Services Division GS-12

Born Mar. 10, 1945, KY; B.A., Fla. State U.; Reporter, Cincinnati newspaper; Asst. Info. Dir., Fla. Treasurer's Ofc., 1967-70; Travel Writer, Fla. Dept. Tourism, 1970; Asst. Pub. Aff. Dir., Fla. Dept. Commerce, 1971-73; Mgr. Natl Unit, USTS, 1973-present. Acting Director since June 1976.

UNITED STATES TRAVEL SERVICE (continued)

Other personnel:

Leonard Gashel	GS-12
Larry Gaffney	GS-13
Brenda Curtis	GS-11
Carolyn Perroni	GS-11
Maxine Atwater	GS-11
Jack Moro	GS-11
Barbara Leitch	GS-9
Carolyn Maddox	GS-6
Carol Kelsey	GS-7
Verna Childs	GS-5