



IEEE Group on Professional Communication

NEWSLETTER

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Princeton, New Jersey 08540

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No. 1

2ND CONFERENCE ON SCIENTIFIC JOURNALS SLATED FOR APRIL

As an outgrowth of the 1973 Conference on the Future of Scientific Journals, a meeting entitled "The 1975 IEEE Conference on Scientific Journals" will be held on April 28, 29, and 30 at Cherry Hill, New Jersey. Professor Charles W. N. Thompson of Northwestern University is the Program Chairman; John Phillips of RCA is the Finance Chairman. Based on the interest in, and response to, the 1973 conference, this will be one meeting you won't want to miss. More information on the Conference will be found on pages 7 and 8.

NEW GENERAL MANAGER NAMED

Dr. Herbert A. Schulke, Jr., of Washington, D. C., has been named General Manager of the Institute by the Board of Directors to succeed Donald G. Fink. Schulke assumed his new post January 1.

Dr. Schulke, a Major General in the U.S. Army, had been Director of Communications Electronics in the Organization of the Joint Chiefs of Staff. A Fellow of the IEEE, he has had 28 years of experience in electronics and communications. Schulke presently serves on the Administrative Committee for the IEEE Aerospace and Electronics Systems Society. He holds a B.S. from the U.S. Military Academy at West Point and a Ph.D. in EE from the University of Illinois.

His professional background includes being Associate Professor of EE at West Point, Chief Program Planner for the Deputy Director of Defense, Chief Planner and Deputy Director of Operations of the Defense Communications Agency.

CONFERENCE ON ENGINEERING ETHICS SLATED FOR MAY 1975

The Intersociety Conference on Engineering Ethics
Sunday-Monday, May 18-19, 1975
Baltimore, Maryland (location to be determined)

Cooperating societies: ASME, IEEE(C-SIT), ASCE, AICHe,
NSPE

Contact for information: Dr. Carl Barus
Swarthmore College
Swarthmore, PA 19081

I.T.U. RECRUITING TECHNICAL EDITORS

The International Telecommunications Union is seeking three engineer/technical editors for the Specialized Secretariat, to be stationed at Geneva, Switzerland. Post No. CCITT/SEC/III/8 (Engineer/Editor, English) will be filled (with a Probationary Appointment), starting 1 January 1976. Equivalent posts for engineer/editors, French and Spanish, will be filled starting 1 June 1975.

Education and experience requirements are:

1. A college degree in telecommunications or an equivalent engineering subject.
2. Experience in a responsible position in telecommunications field for at least five years.
3. Experience in editing texts in the field of telecommunications.
4. "Perfect" knowledge of English (for Post Sec/III/8) and an excellent knowledge of another of the I.T.U.'s working languages. Equivalent requirements in French for Post "7" and Spanish for Post "8."

Duties and responsibilities include:

1. In consultation with the engineering specialists concerned, prepares the English manuscripts for the printer of C.C.I.T.T. publications (e.g. the printed volumes issued after the Plenary Assembly, Manuals, contributions, the conclusions of Study Group meetings, etc.).
2. If necessary, verifies, from a technical point of view, with the aid of the engineering specialists concerned, the translation into English of Contributions to the work of the C.C.I.T.T. and/or its Study Groups.
3. Verifies, where required, technical contributions submitted in English, with a view to their reproduction in uniformity with C.C.I.T.T. presentation standards.
4. Coordinates his work with that of the French and/or Spanish Technical editor with a view to assuring the linguistic equivalence of texts both in content and form.

The deadline for receipt of applications in Geneva through governmental liaison officers is 20 May 1975. More information and application forms are available from Dr. P. Edmonds, IEEE, 345 E. 47 St., New York 10017 or William V. Denning, State Dept., Washington, D.C.

NOMINATIONS COMMITTEE PICKS ADCOM SLATE

John Phillips, chairman of the Nominations Committee, has announced a slate of six candidates for the 3-year term on AdCom running from 1975 through 1977. Other nominations may be made, in accordance with the by-laws, by submitting a petition carrying a minimum of 15 names, excluding student members. Those nominated are:

RONALD S. BLICQ, as head of the Industrial and Technology Communications Department at Red River College, Winnipeg, Canada, spent 8 years teaching engineering technologists to communicate. From 1957 to 1967 he was Technical Editor and Training Coordinator for the Electronics Division of CAE Industries, Ltd., in Winnipeg. From 1943 to 1957, he served as navigation and electronics officer with the RCAF and the RAF (for 4 years as an avionics manual editor). He has written two books and presented numerous papers on communication and report writing. He frequently presents training workshops for the engineering profession, Canadian Government departments, and G-PC.

WILLIAM D. BULLOCH is Director, Technical Publications and Advertising, at Bell Laboratories. His responsibilities include the Bell System Technical Journal, the Bell Laboratories Record, technical advertising, and a variety of technical publications. He has been with Bell Laboratories since 1952. During World War II, he served as a pilot and flight instructor for the U.S. Navy, after which he returned to Dartmouth College, where he received a B.A. degree in 1946. From 1946 to 1952 he taught mathematics, physics, and astronomy at the University of North Carolina, from which he received a M.S. degree in physics in 1950.

CRAIG HARKINS is Advanced Systems education planning manager for the Advanced Systems organization at the IBM laboratory, Poughkeepsie, New York. He joined the company in 1961 as news editor for the Service Bureau Corporation, an IBM subsidiary, in New York City. Subsequently, he became information manager for SBC; senior writer at IBM's East Fishkill, N.Y., components facility; information manager at the company's development laboratory in Kingston, N.Y.; a communications planning associate at IBM Corporate Headquarters in Armonk, N.Y.; laboratory communications manager in Poughkeepsie; and senior communications specialist for Advanced Systems in Poughkeepsie. Before joining IBM, he was a reporter-photographer with the St. Petersburg *Evening Independent*; a broadcaster-writer for WDAE, Tampa; and an information specialist in the U.S. Marine Corps. He has an A.B. degree in English from Colby College, an M.A. in English from New York University, and a professional diploma in communication arts from Columbia University. He is a member of the American Association for the Advancement of Science, IEEE Group on Professional Communication (national officer), Information Film Producers of America, International Communications Association, International Society for General Semantics, and the Society for Technical Communication (local officer).

CHARLES A. MEYER received the B.A. degree from the University of Chicago in 1937 and the M.A. degree in English from Harvard in 1939. During World War II, he served as radar and communications officer in the Army Air Corps. In 1946, upon leaving the military service, Mr. Meyer joined Commercial Engineering, RCA Electron Tube Division at Harrison, N.J. In 1954 he was appointed Manager, Commercial Engineering Technical Services and was responsible for many of its technical publications, writing and editorial activities. In 1972 he was appointed Administrator, Commercial Engineering Technical Services for RCA Electronic Components. Mr. Meyer is one of the founders of the IEEE Professional Communications group (originally IRE Professional Group on Engineering Writing and Speech). He served on the Administrative Committee for many years and held many offices, including Chairmanship of the Administrative Committee in 1966-1967. He has served on the Group's Publications Committee, Ways and Means Committee, Meetings Committee, several symposium committees, and was chairman and keynote speaker of the Group's National Conferences in 1964 and 1969. He is presently chairman of the Awards Committee. He has been active in the Northern New Jersey Section, having served on the Program Committee, and was Associate Editor of the Newsletter. He has also served on IEEE Headquarters Public Relations Advisory Committee. Mr. Meyer is a member of Phi Beta Kappa and a Senior Member of the IEEE.

IRVING M. SEIDEMAN. After receiving a B.S. in physics from Carnegie Institute of Technology (New Carnegie-Mellon University) in 1941, Mr. Seideman joined RCA-Victor Company, Camden, New Jersey, as an engineering writer. He has been with them since, except for a short time when he was engaged in industrial sales and advertising. In 1962 he became a Group Leader in the Engineering Documentation department of the Astro-Electronics Division, Princeton, New Jersey. A few years later, he became Manager of Engineering Documentation. Currently, Mr. Seideman is Technical Publications Administrator at the Division, responsible for the approval of professional papers and presentations, acting as Divisional Representative for the internal technical publication: the RCA Engineer, and administering Division policies for the formal interchange of technical information throughout the corporation. He also is an associate editor of the RCA Review. He is a senior member of IEEE, chairman of the G-PC Publications Committee, and was editor of the Transactions on Professional Communications from 1969 through 1973. He was a member of the G-PC Administrative Committee from 1970 through 1973 and is now the editor of the PC Newsletter.

JANE E. SWANSON has been Membership Chairman of G-PC since 1973. She has a degree in English Composition and the Biological Sciences, and has been involved with technical communications at various firms in the Washington, D.C. area since 1968, which included an 18-month field assignment in Vietnam.

IEEE PRESS NEWS

The book *Effective Technical Presentations* has been approved for publication by the IEEE Press and is now being organized. Our thanks to Robert M. Woelfle who worked for many months to bring the publication up to this point.

The new book *Key Papers in the Development of Coding Theory* is now available. The collection, edited by Professor Elwyn R. Berlekamp of the University of California, Berkeley, encompasses 296 pages and contains 44 papers useful as reference and source book material for students and researchers. The price of the cloth-bound edition (for IEEE members only) is \$10.45; the paper-bound edition (available only to IEEE members) is \$7.00.

IEEE Press also has announced publication of *Automatic Test Equipment: Hardware, Software, and Management*, edited by Fred Liguori of the Naval Air Engineering Center. The 28 papers comprising the volume emphasize applications, rather than design, so that it will be of maximum value to users of ATE. The 264-page book is priced at \$6.00 for the paperbound, member edition.

Technology and Social Institutions has just been published by IEEE Press. The 224-page clothbound book was sponsored by the Systems, Man, and Cybernetics Society and is edited by Kan Chen of the University of Michigan. It contains papers presented at an Engineering Foundation Conference by leaders from industry, government, universities, and labor unions. Price: \$7.45 to members, \$9.95 to general public.

G-PC PEOPLE

Elwood K. Gannett and Herbert B. Michaelson, longtime members of G-PC, were elected Associate Fellows of the Society for Technical Communication at an award ceremony in St. Louis at the 1974 International Technical Communication Conference.

Walter B. Dennen, Jr. was named Chairman of the IEEE Public Relations Committee at the 1974 WESCON Board of Directors meeting.

IEEE INAUGURATES RADIO PROGRAM SERIES

Beginning February 8, IEEE goes "on the air" with the first of a series of 13 programs intended to increase the public's awareness of the EE's role in society. Broadcast by the Mutual Broadcasting System, the 5-minute shows will feature interviews with EE's in various fields easily identified by the layman. Each show emphasizes how the EE is working "To Improve Our Society," which happens to be the title of the series). The IEEE Public Relations staff wrote and produced the shows. Phil Clarke, Mutual's Space Shot Anchorman, is the announcer.

The main Mutual broadcast to its affiliate stations will take place at 8:35 A.M. each Saturday. Since each station has the option of airing the program at a time of its own choosing, or of not using it at all, direct contact with your local Mutual radio station will help in getting more stations to broadcast the program.

NEW STANDARDS AVAILABLE

Sig Dierk of the RCA Laboratories has provided us with a list of standards pertinent to our field of interest. These may be ordered directly from the American National Standards Institute, Inc. (ANSI), 1430 Broadway, New York, N.Y. If the orders are prepaid, handling charges can be avoided.

Currently Available

Z39.1-1967	Periodicals: Format and Arrangement	3.25
Z39.5-1969	Abbreviation of Titles of Periodicals	3.25
Z39.14-1971	Writing Abstracts	3.50
Z39.16-1972	Preparation of Scientific Papers for Written or Oral Presentation	4.25
Z39.18-1974	Guidelines for Format and Production of Scientific and Technical Reports	4.00
Z39.19-1974	Guidelines for Thesaurus Structure, Construction and Use	4.50
Z39.22-1974	Proof Corrections	5.00

To be Issued Soon

SC/4	Bibliographic References
SC/32	Technical Report Numbering
SC/34	Journal Article Citations

The American Chemical Society recently issued a *Bibliographic Guide for Editors and Authors* which should become a useful tool for anyone engaged in preparing technical and scientific papers or in editing similar journals.

IEEE SOCIETIES NOW NUMBER 13

Since 1970, fourteen Groups have become IEEE Societies. The following listing gives the vital statistics (including how 14 turned into 13).

- AEROSPACE & ELECTRONICS SYSTEMS SOCIETY* - AES -10. AES became a Society 1/11/73
- ANTENNAS & PROPAGATION SOCIETY* - AP -3. AP became a Society 9/17/73
- CIRCUITS AND SYSTEMS SOCIETY* - CAS -4. Name changed and became a Society 9/15-16/72
- COMMUNICATIONS SOCIETY* - COMM -19. Changed name and became a Society 11/22/71
- COMPUTER SOCIETY* - COMP -16. Became a Society 8/22-23/70
- CONTROL SYSTEMS SOCIETY* - CS -23. Name changed and became a Society 11/10-11/70
- ENGINEERING MANAGEMENT SOCIETY* - EM -14. Became a Society 3/30/73
- INDUSTRY APPLICATIONS SOCIETY* - IA -34. Changed name from IGA and became a Society 11/22/71
- MAGNETICS SOCIETY* - MAG -33. Became a Society 11/22/71

NEITHER READ NOR ROTE

by Dr. David T. Burhans, Jr.

The following article is reprinted from the June, 1974 issue of the *Bulletin* of the American Business Communication Association with their permission. The author is an Assistant Professor of Speech Communication and an Associate Director of the Office of Communication Research and Service at the University of Southern California. He is a specialist in the areas of organizational communication and applied behavioral communication research.

You have been asked (commanded?) to deliver a speech which has been written for you. How should you handle the business of "communicating" someone else's ideas, accurately yet interestingly to an audience. Reading the speech is the easiest way; committing the speech to rote memory is the hardest. Both methods are disastrous. Reading a speech is not only orally dull, but it robs you of the opportunity to interact visually with your audience. Delivering the speech from rote memory does permit you to make eye contact with your audience — usually with all the warmth and spontaneity of a robot. Besides, delivering a memorized speech puts you under the tremendous psychological pressure of the "fear of forgetting." A third and often recommended method is to "extemporize" the speech. Even this method, however, can be fraught with pitfalls if "extemporizing" leads you too far from the original text and causes you to lose either the technical accuracy or the stylistic grace of the original manuscript.

How then should one prepare himself to deliver such a canned speech? The answer: *Learn the speech* (note that I did not say *memorize* — there's a difference) *as if you were going to deliver it without notes; then deliver it in one of the three following manners: (1) in an extemporaneous manner, (2) from "keyword" notes, or (3) from a "highlighted" manuscript.* Warning: if you attempt to deliver your speech in one of the three ways that I've suggested *without first having learned the speech as if you were going to deliver it without notes*, you will probably make the same kind of errors that most speakers do who attempt to "read their speech" or to "put it into their own words" without sufficient preparation.

How then is "learning a speech" different from "memorizing it"? The difference is *meaning*. A lecture has been described as the process of transferring information from a teacher's notebook to a student's notebook without going through the minds of either. Rote memorizing is a similar process. By tedious repetition we can train ourselves to replay *word-for-word* whatever we have drummed into our heads — without ever really thinking about what we are saying. And since it is the meaning of the thoughts we are expressing which causes us to pause in one place rather than another, to emphasize this word, or to pass over that one, the "memorized" speech generally sounds dull and uninteresting. But a speaker who has "learned" his talk — not *word-for-word*, but *idea-for-idea* can relax and concentrate on expressing the ideas, the interrelationships of thoughts, and the significance of what he is saying. But how then does one "learn" a speech?

First, silently read the speech thoroughly for understanding. Concentrate on understanding the meaning of the speech. What is the "key idea" of the speech? How is that idea developed and supported? How is the speech organized? What is the logical progression of ideas that the author built into the speech? Note the transitional sentences used to link the various idea units of the speech. In short, understand thoroughly what the speech is saying and how it is saying it.

Second, read the speech out loud with feeling. Stand up on your feet, imagine the audience in front of you, and read the speech out loud *with feeling*. Don't just read the words, express the ideas. Listen to yourself; do you sound like a person who is talking naturally, yet animatedly, about a subject that he is interested in? If not, read it again. At this stage, don't worry about eye-contact or about trying to remember the words. Just read it aloud, listen to yourself, and read it again until you feel that you are pausing in the right places, getting excited in the right places, speaking slowly and distinctly in the right places, and so on. Learning psychologists tell us that if one reads a speech out loud a sufficient number of times from beginning to end while actively thinking about and expressing its essential ideas, he will — without any conscious attempt to memorize it — be able to deliver the speech in a natural manner *idea-for-idea* and often, almost word-for-word) without the use of notes. However, to be sure, go on to the next step, which is:

Third, select a number of key-words or phrases from the speech. A *key-word* or *phrase* is a word or phrase which serves as a "cue" or reminder of a longer thought which has been previously learned. Go through the entire speech and underline or "highlight" with a felt marker a key-word or phrase for each sentence (or better yet, one key-word for several sentences). Write these key-words on 4 x 6 cards, using no more than one card for each page of the speech.

Fourth, practice delivering the speech from key-words only. Read the entire speech out loud — with feeling. Put the written speech down, pick up the key-word cards, and deliver the entire speech from the key-words only. Don't worry if you can't remember all of the words of the speech: it's the ideas and not the words which are important, anyway. Just put the speech into your own words using the key-words as guides. Do not go back and look at the written manuscript until after you have gone through the entire speech from beginning to end using only the key-word notes. Then, go back and reread the entire speech out loud, paying particular attention to any parts which you forgot or expressed poorly when you were using only the key-words. Put the written speech down; pick up your 4 x 6 cards and deliver the speech again from beginning to end using only the key-words as guides. This time you should notice that you are not only remembering all of the key ideas, but also beginning to use most of the same words as those in the written manuscript. Repeat the process several times until you can deliver the entire talk *idea-for-idea* from the key-word notes alone.

Fifth, deliver the speech. You have three alternatives. You will probably want to deliver the speech from the key-word cards only, leaving yourself free to relax and communicate per-

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IEEE SOCIETIES (cont.)

MICROWAVE THEORY & TECHNIQUES SOCIETY - MTT -17. Became a Society 9/17/73
NUCLEAR AND PLASMA SCIENCES SOCIETY - NPS -5. Name changed and became Society 9/15-16/72
POWER ENGINEERING SOCIETY - PES -31. Became a Society 8/22-23/70
SYSTEMS, MAN & CYBERNETICS SOCIETY - SMC -28. Man-Machine Systems & Systems Science Cybernetics merged 1/1/72. Became a Society 11/22/71

IEEE MEMBERS REJECT CONSTITUTION CHANGES

Two proposed amendments to the IEEE Constitution: one to create a paid President and the other to reduce the number of signatures required to nominate Institute officers, were both defeated by a vote of the membership. The outcome of the balloting was announced late in 1974 by Mr. John J. Guarrera, then President of IEEE, following receipt of the results from the Institute's Tellers Committee. Both proposals had been placed on the ballot by petition. Passage would have required approval by at least two-thirds of those voting.

The proposal to have an elected paid President, serving a three-year term, was rejected by a greater than two-to-one margin. Of the more than 43,000 votes cast, 70% were against the change. Currently the IEEE President serves a one-year term and receives no salary.

The suggested amendment reducing the number of signatures required to place a name on the ballot from two percent (2%) to one-third percent (1/3%) was defeated by a vote of 24,001 against and 18,592 in favor.

IEEE ON THE MOVE

The long-discussed transfer of part of the IEEE staff from New York Headquarters to the IEEE office building at Piscataway (near New Brunswick), New Jersey started in mid-December 1974 and culminated with the transfer of the computer in late-February 1975. For the trivia buff, Piscataway is located at 40°35' N, 74°25' W. The spanking new office building has an equally spiffy new name: IEEE Service Center.

ALL FOR ONE DEPT. - Nxxdxd vxry much!! Xvxn though my typxwritxr is an old modxl, it works quitx wxll xxcxpt for onx kxy. Thxrx arx 46 kxys that function wxll xnough, but just onx kxy not working makxs thx diffxrxncx.

Somxtimxs it sxxms to mx that our group is somxwhat likx my typxwritxr, not all thx kxys arx working propxrlly. You may say, "Wxll, I am only onx pxrson. It won't makx much diffxrxncx." But, you sxx, thx group to bx xffxtivx nxxds thx activx participation of vxvry pxrson.

So, the nxxt timx you think you arx only onx pxrson and that your xffort is not nxxdxd, rxmxmbxr my typxwritxr and say to yoursxlf, "I am a kxy pxrson and nxxdxd vxry much."

(from IEEE's Electrical Engineering)

IEEE PROCEEDINGS INAUGURATES NEW PAPER-ACCEPTANCE POLICY

An editorial in the December 1974 issue of the *IEEE Proceedings* describes a new policy for accepting papers for that periodical, under which a prospective author may submit a proposal containing an outline for the paper. The policy change is intended to open up the pages of the *Proceedings* to more authors and to avoid the danger of its becoming an "all-invited" publication.

METRIC CONVERSION

Metric legislation has lost much support in the House of Representatives. Many members of the Senate still support the idea, but the opposition from AFL-CIO unions has been too strong. The main opponents to metric conversion have been the Aeronautical Workers and the Carpenters. Spokesmen for those unions complain that many of their workers are too old to make the conversion, and most would lose a substantial investment in tools. Senator Magnuson, a member of Senate Aeronautical and Space Science Committee, has no desire to report out a bill and send it to the House where it will be placed in a permanent "pending" category. This is what happened to metric legislation in the 93rd Congress. In the meantime many companies are instituting their own changeover schedule and are conducting educational programs with the help of the American National Metric Council. IEEE members should contact their own Congressmen in addition to members of the cognizant committees handling this legislation.

TECHNOLOGY FORECASTING AND ASSESSMENT

G-PC has chosen one portion of this Forecast "Tree" for Communications¹ to concentrate on in the immediate future, which will result in a detailed specification for typographical equipment that can set complex technical material. The approach will be a fresh start, considering the end result desired, and not constrained by the limitations of modifying existing equipment. Dave Dobson, of McGregor and Werner, is leading this effort. He will welcome assistance. Anyone interested in the drafting (and possible revision) of this specification should contact David B. Dobson, c/o McGregor and Werner, Inc., 6411 Chillum Place, N.W., Washington, D.C. 20012, or call him at area code 202: 882-9688.

¹E. Schlesinger, "Relationships in Communication by Sight and Sound," *G-PC Transactions*, Vol. PC-15, No. 4, December 1972.

NEITHER READ NOR ROTE (cont.)

sonally with your audience. You may find, however, that in the process of learning the speech you have learned it so well that you can dispense with the notes altogether and just deliver it "extemporaneously" *idea-for-idea*. Or, even if you decide to deliver your talk with the full manuscript in front of you, you should find that you know your speech so well that it will only be necessary to glance down at the "highlighted" key-words occasionally for assurance, while devoting the majority of your time to looking at and communicating with your audience.

ADCOM MEETINGS HELD IN DECEMBER AND JANUARY

Following are items of general interest discussed at the December 11, 1974 and January 22, 1975 meetings of the PC-Group Administrative Committee (AdCom):

- The Group finished 1974 in the black, financially. The projected "balance sheet" for 1975 is:

Total income	\$46,700
Total expenses	44,200
Projected surplus	\$ 2,500
- The total IEEE membership increased slightly during 1974. The latest available figure for PC Group membership is 1,523.
- Bill Wells, Transactions Editor, indicated that the next issue of that periodical, dated September-December, 1974, should be in the mail in January 1975. It was suggested, and favorably received by AdCom, that author-prepared, camera-ready copy be required for papers submitted in the future for the Transactions. Bill will schedule a change-over date.
- The New Haven Section has solicited ideas from G-PC relative to a writing improvement program for engineers. The chairman of that section will be contacted by Tom Nunan to work out specific details. G-PC also has been solicited to provide assistance to Japanese authors of papers presented at IEEE meetings. Tom Patterson will provide Tom Nunan with the name of a contact in Japan who might help in this matter.
- AdCom authorized IEEE Headquarters to send a welcome letter to each new member.
- John Phillips, Membership Committee Chairman, submitted a list of nominees for the three-year AdCom term beginning in 1975. This is enlarged upon in a separate item in this issue.
- The January meeting was held at the Cherry Hill Inn, and AdCom members inspected and confirmed meeting rooms and social facilities for the April Conference on Scientific Journals. The tentative program and other relevant information is given elsewhere in this issue.
- The matter of including a section on employment opportunities and employment-wanted notices in the Newsletter was discussed. It was agreed that such notices, subject to editing to avoid conflict with parallel employment agency efforts, should be carried.
- The Administrative Committee elected Jim Lufkin of Honeywell, Inc. as President for 1975.

Jim made the following committee-chairmen appointments:

STC Liaison:	Dave Dobson
Meetings:	Marvin Thurn
Finance:	William Arrott
By-Laws:	Craig Harkins
- The next meeting of AdCom is scheduled for Wednesday, April 9th, at 10:00 A.M. at the Americana Hotel in New York City. This will take place during INTERCON 1975. Members of G-PC are welcome to attend.

NATIONAL SCIENCE FOUNDATION SPONSORS GUIDEBOOK FOR SCIENTIFIC AND TECHNICAL COMMUNICATIONS

The National Science Foundation has awarded contracts to Capital Systems Group, of Rockville, Maryland, and to Applied Communication Research, Inc. of Stanford, California, for the development of a planning guide. The guide is intended for use by publishers, editors and individuals of allied responsibility. It will be entitled 'Innovation in the Dissemination of Scientific and Technical Information.' Working independently, the two contractors will approach selected organizations and individuals for assistance. A few sources may be approached by both of them. In all cases, the Foundation will appreciate whatever courtesy its contractors may receive.

The purpose of this guidebook is to encourage innovation in scientific and technical communication by supplying data on innovations which will enable a potential innovator to identify and evaluate those techniques which might be applicable to his particular area.

The Foundation has observed and is concerned over the slow rate of advancement in the state-of-the-art of transferring scientific and technical information from the originator to the user. The Foundation believes this hinderance to our scientific and technical progress must be overcome and that dissemination innovations must be identified, encouraged, developed, and made available to the scientific community.

The Foundation is confident that there are many innovative dissemination systems, devices, and practices in use; that there are many "inventors" without the means to develop their innovations; and many innovators seeking devices and techniques which they might use to improve scientific communication. The purpose of this project also is to identify these inventors and innovations, to prepare a guidebook which will describe the innovations and assist in evaluating them, and to develop a list of innovators to whom this guidebook should be sent.

The project emphasizes innovations that have, to some extent, proven value for scientific and technical communication, most particularly those systems and devices that invite wider application and, perhaps, commercial development in support of original dissemination in various fields of science and technology. The task of the contractors is to seek out these various elements, summarize the data, and place it in a form for communication to those who have the potential to use this information for improving scientific and technical communication.

If you are interested in the guidebook, or are aware of, or are using innovations which you feel should be included in this guidebook, please contact Applied Communication Research, Inc., P.O. Box 5849, Stanford, California, 94305, or Capital Systems Group, Suite 850, 6110 Executive Boulevard, Rockville, Maryland, 20852.

The IEEE computer says that Institute membership is about to reach an all-time high, cracking the "previously micromicomicomic" plateau of 170,000.

Conference Schedule

April 27, (Sunday evening)

Registration: 7:00 to 9:00 PM at the Colony Tavern room in the Cherry Hill Inn.

April 28 (Monday)

Registration: 7:00 to 9:00 AM in the Main Lobby

Session 1: Income management — 8:30 to 11:30 AM

Sources of income and related policy, including subscription (membership versus library; promotional campaigns, long-range projections) and page charges, IRS problems, reprints, back issues, copying charges.

Organizer: Robert Harte, Manager, *Journal of Biological Chemistry*

Lunch: 12:00 to 1:00 PM

Session 2: Cooperation among journals — 1:30 to 4:30 PM

Cooperation within and between large societies, between related journals; standardization of style and citation practices; procedures on review processes and inter-journal referring of papers; clearinghouses for notices, calls for papers; joint evaluation, surveys, planning on common problems.

Organizer: Karl Heumann, Dir., Office of Pub., Fed. of Amer. Soc. for Experimental Biology

Session 3: Editors' workshop — 7:00 to 9:00 PM

For editors (and publishers) of unaffiliated, non-commercial journals, or society or commercial journals of small circulation. Workshop will include general management and economic problems.

Organizer: Dorothy Kerr, Dorothy Kerr & Associates, Publication Consultants

Session 4: Publishers' workshop — 7:00 to 9:00 PM

For publishers (and editors) of multi-journal societies, and commercial and society journals with large circulations.

Organizer: Jean Sacks, Manager of Journals, University of Chicago Press

April 29 (Tuesday)

Registration: 7:00 to 9:00 AM in the Main Lobby

Session 5: Microform and other means of distribution — 8:30 to 11:30 AM

A review of the technical developments in microform production and in viewers and copiers for users; forward planning to deal with expected major changes in publishing and distributing. It may be broadened to deal with distribution problems in general, including the problems of personal libraries.

Organizer: D.H. Michael Bowen, Head, Journals Dept., American Chemical Society

Session 6: Authors and reviewers — 8:30 to 11:30 AM

The care and feeding of these types, problems of attracting them, of developing procedures for processing, for establishing standards, and perhaps the general problem of quality of content.

Organizer: A.F. Spilhaus, Jr., Executive Director, American Geophysical Union

Lunch: 11:45 AM to 1:15 PM

Luncheon address: Dr. Lee Burchinal, Head, Office of Science Information, National Science Foundation

Session 7: Libraries — 1:30 to 4:30 PM

To discuss the concerns of these closely related information systems managers, to enable them to trade information among themselves but also to inform editors of their problems. Subjects will include library management areas such as subscription decisions, storage and retrieval problems, indexing, copying, etc.

Organizer: Bernard M. Fry, Dean, Graduate Library School, Indiana University

Session 8: Copyright, dissemination, and fair use — 1:30 to 4:30 PM

The legal issue (as it is resolved, or not resolved, by courts or the Congress), problems of government-sponsored research, and various prospects for royalties and other economic arrangements. The issues of restriction on dissemination and fair use.

Organizer: Nicholas Henry, Dept. of Political Science, University of Georgia

Social: Tuesday evening — 5:00 to 7:00 PM in the Starlight Room

Registration: 7:00 to 9:00 AM in the Main Lobby

Session 9: Secondary services — 8:30 to 11:30 AM

To discuss the concerns of these closely related information systems managers, to enable them to trade information among themselves but also to inform editors of their problems. Subjects will include computerized indexing and retrieval systems and services, information analysis centers, etc.

Organizer: James L. Wood, Librarian, Chemical Abstracts Service

Session 10: From manuscript to print — 8:30 to 11:30 AM

Impact of changing technology on copy editing and printing production. Management, economic, and technical aspects of processing manuscripts, including scheduling and contracting.

Organizer: Robert H. Marks, Assoc. Dir. of Publishing & Information, American Institute of Physics

Lunch: 12:00 to 1:00 PM

Session 11: Research in journal management

A two-way "clean-up" session in which editors and publishers will describe the kinds of information they want in the form of research results, and selected researchers will describe the state of the art and tell editors and publishers where they may find answers they need.

Organizer: Seldon Terrant, Head of R & D, American Chemical Society

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General Information

Registration: Preliminary registrations (\$60.00) will be accepted until April 1, 1975. After April 1, registration will be \$75.00. The registration fee includes admittance to all sessions, luncheons on all three days, Tuesday evening social, and Conference Record. Single-day registration is \$25.00 (does not include Record). Record is \$10.00.

Program Notes: The program outline and schedule of events was compiled in January and is as accurate as early planning will allow. A final program listing of speakers, abstracts, and session timing will be furnished to registrants in April.

Accommodations: Forms for hotel registration, details on accommodations, and pertinent transportation schedules will be supplied by mail to early registrants.

General chairman: James M. Lufkin, G2118, Honeywell Plaza, Minneapolis, MN 55408 • 612-870-2705
Program chairman: Charles W.N. Thompson, Technological Institute, Northwestern University, Evanston, IL 60201 • 312-492-3667
Local arrangements: John Friedman, RCA Bldg 10-7-5, Camden, NJ 08102 • 609-963-8000 (PC4155)