Attorney Heather Florence discussed First Amendment freedoms, pointing out that more people today may cause more harm tomorrow. The focus of national attention, however, is and should be varied and changing. In 1970 and 1971, we were concerned about national security and the right to publish the Pentagon Papers. In 1976 and 1977, problems related to pornography and obscenity became important. Arguments about definition of character and the invasion of privacy are always with us.

Journalist Jack Herstorf urged repeal of the First Amendment. The ability of individuals to sue for libel, he said, makes authors and publishers fearful of writing and printing the truth.

Dan Levy, a vice-president of McGraw-Hill (hosts of the seminar), discussed technology and institutional structures as factors in communication. He pointed out the horror of new forces which began to affect communication in the last 20 years of the last century—the steam-powered rotary press, mechanical paper-making, large-scale railroad transportation, universal elementary education, growth of corporations, and so on. Then in this century came photograph reproducing, the film industry, radio, television, publishing complexes, and the computer. In the presence of these, large sagas, freedom of speech has become less significant than access to a medium of communication.

He also pointed out that in the United States, the question of being allowed to speak is far more complex than a matter of freedom vs. censorship. We tend to forget that we deeply our Government is involved in communication.

Federal bureaus and departments not only engage in asserted judicial functions (such as extraterritorial libel cases) and executive functions (such as a administrative of copyright and regulation of electronic communication media), but also have made the U.S. Government both the nation's largest producer of printed material and motion pictures and one of the nation's largest consumers of information. Perhaps half the books published in the country are purchased with Federal money.

In addition, Government is a crucial originator and prime source of vast quantities of information. For instance, it is essentially the sole source for information about defense issues, and that information is controlled so carefully that the public, by and large, knows only what the Government wants it to. Such the same can be said about major international issues, and even such mundane affairs as wheat futures.

Indeed, our Federal government is so intimately involved with communication affairs that it cannot be excluded from them; rather the best we can do is try to restrain the exercise of its power.

Recently, however, the ability of the government to use its power has been increased by an event of the computer, which provides information about people from the IRS data bank and about business from the SEC data bank. Computers also print, store, reprint, index, and copy journal articles; as scientific publishing becomes less and less profitable, Government may take it over.

Robert Freedman, attorney for Station WXYT in New York, discussed freedom of information from the perspective of public broadcasting. The Federal Communication Commission makes rules, enforces, and judges litigations, he pointed out, to ensure that broadcasters serve the public fairly in their service area. He also discussed broadcasters' difficulties in balancing the public's right to be informed against individuals' rights to privacy.

Faith is a fine invention
For gentlemen who see,
But microscopes are prudent
In an emergency.

Emily Dickinson (1860)

MEMBERSHIP APPLICATION

IEEE GROUP ON PROFESSIONAL COMMUNICATIONS

Sent to: IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854

Name

Mailing Address

City, State/Country, Zip

Field of Interest

☐ I am a member of IEEE and hereby apply for membership in the Group on Professional Communications.

☐ I am not a member of IEEE but would like to join. Please send information.

*Group Fee: $6.00.

IEEE GROUP ON PROFESSIONAL COMMUNICATIONS

LETTER FROM THE PRESIDENT

The meeting of PC's AdCom scheduled for August was cancelled. Our next will be the so-called "annual" meeting, November 15. We hope to have a full report of the meeting by early December. We plan to hold our next meeting in New York City in December.

The President

THE AMERICAN SCIENCE PHOTOGRAPHIC SOCIETY

The American Science Photographic Society has been established to promote the study and practice of photography in the United States. The Society will publish a quarterly journal and hold annual conferences. Membership is open to all who are interested in photography.

John Phillips, Treasurer

HCA Building 202-3

WASHINGTON, D.C.

Changes to Constitution and By-laws

The following changes in PC's Constitution and By-laws have been approved by our AdCom and IEEE's Director of Technical Activities. Unless more than 30% of the membership votes within thirty days of receiving this publication, these changes will be adopted.

CONSTITUTION

Article V: Present

Section 1. The Group is administered by an Administrative Committee (AdCom) of 15 elected members of the Group.

Proposed

Section 1. The Group is administered by an Administrative Committee (AdCom) of 15 elected members-at-large and other officers designated in the By-laws.

Send Form 3579 to IEEE, 345 East 47th Street, New York, New York 10017
Section 2. No member serves more than two consecutive terms.

Section 3. References to Chairman and Vice-Chairman.

... no member may serve more than two consecutive terms in either position.

Section 4. The newly elected Chairman appoints a Secretary and Treasurer for a one-year term. These officers need not be members of the Administrative Committee.

Sections 5 and 6. Pronouns "he" and "his," "his/her" and "him/her.

Article VII, Meetings:

Section 1. Lengthy and complicated.

Section 3. Lengthy and complicated.

Section 4. Ex-officio members do not vote except for the special cases defined in the Bylaws.

Bylaw 2.

Present

Bylaw 2. "P". Provisions, Paragraphs 1, 2, 3.

The annual Group Fee shall be four (4) dollars for IEEE members and eighteen (18) dollars for Group Affiliates.

Paragraph 2. Treasurer.

... is assisted in the planning and implementation of financial matters by the Hays and Means Committee as described in Bylaw 5, Paragraph 3.7.

Bylaw 3. Organizations.

In addition to the 23 elected members-at-large, the ACOm may include the following ex-officio members:

a. The Chairman of all standing committees.

b. The editors of the Group publications, and

c. The immediate past ACOm Chairman.

* a joint U.S.-Canada network of civilian/military radar sites

* an upgrading of the underground combat operations center for NORAD (North American Air Defense Council)

* long-range coastal radar networks

* satellite communication terminals

* an air-borne radar-and-communication post

* the use of computers to solve command and control problems

Support

1. The Contract Management Division at Kirtland AFB manages the administration of contracts held by 20 major defense suppliers from Air Force, Army, Navy, NASA, and other government purchasing agencies.

2. The Civil Engineering Center at Tyndall AFB (Florida) conducts research and development projects and provides technical services related to civil engineering and environmental problems of the Air Force.

Test

1. The Flight Test Center at Edwards AFB tests and evaluates manned and unmanned aircraft systems, vehicles, and devices; operates in U.S., private, and foreign test programs; and operates the Edwards Test Pilot School.

Located about 100 miles northeast of Los Angeles on the western edge of the Mojave Desert, the Test Center has one of the largest ground complexes (301,000 acres) in the Air Force; at the time of this publication, they cover 1,500,000 square miles of restricted airspace. Within the Edwards reservation are 63 major military and civilian landing areas on two dry lake beds with runways lengths up to 1.5 miles. This complex is the largest airport in the United States. In addition to the Edwards Reservation, the Edwards Test Center includes more than 1,500 square miles of restricted airspace, accessible only by air or other means.

Equipment now being evaluated includes:

- 9-10 Airvores Warning and Control System (AWACS)

- F-15 Thunderbirds

- F-4D, F-15, and F-16 fighters

2. The Armament Development and Test Center at Eglin AFB researches, develops, tests, and acquires for inventory all non-nuclear armament for Air Force tactical and strategic units.

The work covers air-launched tactical and defense missiles, guided weapons, aircraft and weapon systems, and related target and support equipment; also communications-data and inertial-navigation systems.

Tests are carried out over more than 700 square miles of land and 44,000 square miles of the Gulf of Mexico.

3. The Engineering Development Center at Arnold AFB (Texas) contains the first world's largest and most advanced complex of test facilities for simulation of aerospace flight. Its mission is to ensure that aerospace hardware-aircraft, missiles, spacecraft, jet and rocket propulsion systems, and other components—will "work right the first time they fly."

The three major facilities of the center contain more than 10 test units in which flight conditions can be simulated from sea level to altitudes of 1,000 miles and from subsonic to supersonic velocities of 10,000 miles per hour. Equipment being tested ranges in size from small-scale models to full-scale vehicles with propulsion systems installed and operating.

Some engineering development work for virtually every major U.S. aerospace system has been supported by tests at this center, and a number of unexpected problems encountered in operating systems have been quickly and economically solved. Tests are conducted for the Air Force, Army, Navy, NASA, and other federal agencies and their aerospace contractors.

CSC Meeting / Seminar

The Council of Communication Societies (CSC is one of its 19 members) had a mini-conference that consisted of an afternoon business meeting on June 9 and an all-day seminar on June 10.

It was presented that individual members of CSC member organizations (e.g., PC-are) may receive 12 issues of Communication Notes for $5.00 (half-price). This excellent monthly newsletter, *4 Digest of News for Communication Professionals,* contains full reports of CSC's triennial seminars; a running calendar of meetings (2 to 6 months ahead) of meetings, workshops, and seminars dealing with communication; and brief reports on journals and journal articles, activities, books, people, organizations, and technology relevant to communication. Send $5 with remittance for subscription to CSC, P.O. Box 1527, Silver Spring, MD 20901 (include your IEEE Member No. and identify yourself as a PC-are or Canada and Mexico, $10; elsewhere, $10).

Most CSC organizations share conference reciprocity (i.e., registration at member rates), and ideas of inter-society conference participation, scheduling, and programming are being considered. Other tentative CSC projects: compilation of bibliographies on communication and on Index of communication courses and curricula, printing career brochures, publishing state-of-the-art papers by individual members of society affiliates.

Seminar

The program was designed to show implications of the free flow of information and of the concepts that freedom to communicate is a basic human right.
Effective Communication

In the lightning pace of today's business competition, many engineers are hiding their technical and business expertise in poorly organized, uninteresting, ineffective written communications.

This is an unfortunate fact. Only by developing effective communication skills can talented engineers achieve the success they desire.

With PC, IEEE's Educational Activities Board (EAB) believes that every engineer has latent writing ability and can easily learn the proven techniques that produce successful communications in every area of his or her work.

The new two-day Communication and Report Writing Workshop is IEEE's response to a definite need. Here is a highly interactive, idea-packed short course that teaches engineers how to transmit technical and business information clearly, efficiently, persuasively, and in short, how to communicate for results.

Developed by PC's Education Committee, the course has been successfully presented to over 40 classes of engineers and other professionals and has received the enthusiastic endorsement of the EAB.

Upon completion of the course, each participant should be equipped to write clear, cogent, explicit technical communications of every type, from routine correspondence to formal engineering reports and feasibility studies.

This course is aimed at engineers, scientists, technologists, managers and administrators whose job duties require the regular issuance of letters, analyses, recommendations and reports.

Prof. Ronald S. Rieg was technical editor/training coordinator for 10 years with the Electronics Division of CAS Industries, Canada, and is now head of the Industrial and Technology Communications Department at River Community College, Winnipeg, Canada. He is currently chairman of the IEEE Professional Communications Group's Education Committee and is the author of two books on technical and business communications.

The course textbook is "Technically-Written," written by Prof. Rieg and published by Prentice-Hall. Several pages of notes supplement the text and the classroom instructions.

Because Prof. Rieg insists on personal attention to individual student needs, the class size is automatically limited to 30 participants. When classes are filled, subsequent registrants will be notified and their payments refunded.

The Workshop on Communication and Report Writing is being offered in six U.S. cities this season. See the current newsletter and registration form elsewhere in this newsletter.
Sound/Slide Presentations

Increased use is being made of the sound/slide medium in presenting current science developments. For example, at the recent American Geophysical Conference in Washington, DC, a typical sound/slide show brought scientists at the meeting up-to-date concerning the latest developments of the Stanford Linear Lab in the field of energy research.

When asked, "Why a sound/slide show instead of a film?" Jim Salveron of the Berkeley Lab and the American Science Film Association explained as follows: "There are several basic reasons: they can be produced in less time at a lower cost; there is a greater availability of slides or still pictures; editing is very simple; sound recording and duplication are easier; changes and updating are simple to do. Also, there are available many sound/slide projectors with automatic slide changing. Motion in slides shows can be simulated in several ways. I have been recently using Polamotion, a special Polaroid filter material rotating in front of the lens of the projector to give the appearance of motion on a slide. With careful planning, many aspects of motion can be achieved."

---From ANPA Notes (July)

Ronald S. Blicq

Ron Blicq heads the Industrial and Technology Communications Department of the Red River Community College, Winnipeg, Manitoba. Formerly, he served for ten years as an aeronautical officer with the Royal Air Force in England and ten years as a technical editor and training coordinator in the Electronics Division of OAF Industries in Canada. Ron is chairman of POCI’s Educational Committee, he is designer, and, with Continuing Education personnel, is coordinating the home-study course, "Technically-Written," "Communication and Report Writing," sponsored by IEEE’s Educational Activities Board. Author of two books on technical and business writing, Ron is eligible for election to a second term on POCI’s Board.

Weldo D-rings

An improved low-cost binder is being made by Weldo Plastics of Toronto and Chicago. Its rings—three or four—are D-shaped, not circular, and bonded to the back, not the spine. These features virtually eliminate the tearing of pages in ordinary use and permit tabs to be visible at all times. The new binders open flat and hold about 250 more pages than traditional binders. For prices, a sample of the welded vinyl binder material, and information about binder construction and art work, write to Weldo Plastics at 181 Bridgeland Avenue, Toronto, Canada M6A 117, or 929 S. 35th Street, Chicago, IL 60609.

Careful, Now

The engineered safety features system initiation instrumentation setting limits and permissible levels shall be as stated in Table 3.14.1.

Science International

Science International is a group of researchers involved in presenting scientific happenings in a manner that is clear and understandable to laypeople. E! has produced a new science-entertainment television show called Man Will Think of Newst, now in its second season.

The presentation is described as "jolty, vigorous, fast-paced, and shock-filled of fascinating information." The first half consists of a series of films on exciting science news, worldwide; the other half is a programmed presentation of the new Sperrling Visual and Presentation technique.

For more information, write to Marcia Topp, Film Coordinator, Science International, 61 Barber Greene Rd., Don Mills, Ontario, Canada M3C 2A3.

Photronics

Have you met the word PHOTRONIC yet? W. G. Byer, in Photovoltaic for Keys, reports that the term describes the science of systems in which photons are the principle carriers of information. It covers such fields as high-speed photography, technical photography, opto-electronics, and so on.

Thus photography is a branch of photronics dealing with imaging technology. Use of the term photronics may refer to the use of electronics, which began as radio engineering.

---From ANPA Notes (July)

SPEAK BETTER

"Technically-Written," the home-study course, is still being offered by IEEE’s Educational Activities Board. The course is open to anyone interested in improving his ability to communicate technically. The correspondence course features personal interaction. Students work in groups assigned to individual instructors, who appraise the work and return practical comments. Specific attention and easy-paced teaching help those with untended writing skills to advance from a partial grasp to a confident control of communication techniques.

Eleven “packages” cover such topics as occurrence and field-trip reports, letter writing, job descriptions, resumes, business, and technical articles. Students learn how to recognize communications that may be ignored or misinterpreted, and how to write messages that get desired attention and action. The course can be completed in about 3 1/2 months.

IEEE members may enroll for $50 (gives membership number). Non-IEEE members enroll for $150. Include $5 for handling and delivery. Send inquiry or check to

V. J. Gardina
IEEE Educational Services
445 Hope Lane
Piscataway, N.J. 08854

Plan Better

Report Construction, by Mary Frau Buehler, may be obtained from

IEEE-PC
445 Hoes Lane, P. O. Box 2008
Piscataway, N.J. 08854

Prices: 1 to 10 copies, $2.00 each; 11 to 25 copies, $1.90 each; 26 or more, $1.75 each. Send check with order; at these prices, we cannot afford to bill.

This is a clear, concise, practical guide—on how to write, and how to "build" a structure for conveying technical information.
The next stage of report writing as an engineering activity is that of designing the report. Mathes and Stevenson recommend that every report should have two clearly distinct components: introduction, consisting of preliminaries and a summary, to provide a useful overview of problem and proposed solution; and body, consisting of discussion and attachments, to provide details of problem, investigation and "back-up" and solution.

Designing Technical Reports describes the structural and aesthetic problems relating to the writing and submission of technical components for different kinds of reports, gives examples, and contains the use of sub-components. Two developmental strategies are recommended:

1. Generalize first, then explain particulars.
2. Discuss particularly in a sequence of descending significance.

Mathes and Stevenson follow their treatments of function analysis and overall design with a section called "Writing and Editing the Report." Here again they stress the importance of general-to-particular and summary-to-detail strategies, this time as applied in designing and arranging a report's segments and units. Patterns of internal design are discussed for presenting descriptive, expository, causal/effect, question/answer, and comparative material.

Tactics for revision are similarly treated as matters of design. Poorly edited sentences, say Mathes and Stevenson (p. 146), are like noise in a system of audible communication.

They can interfere with the clear reception of the signal and at times can even block out the signal altogether. However, once the writers enjoy the routine work of filtering out this noise, the work must be done. Doing it correctly means that you must edit sentences both in context and individually.

The chapter on editing accordingly discusses the inter-relatedness of major segments and units of a report and problems of making individual sentences direct, clear, and effective.

In considering the structural aspects of layout and visual aids, Mathes and Stevenson write (p. 162),

"The design of a report is not the design of an idea; it is the design of a thing. The report writer must therefore understand how physical design features can reinforce and clarify ideas.

Your devices are recommended for calling attention to the intellectual design of a report: headings, transitional paragraphs in the text, a context of forecasts, summaries, and white-spaces. Similarly, visual aids—charts, graphs, tables, photographs, diagrams—are considered as elements of design which complement and clarify a text when they are well placed, well conceived, and well executed.

These discussions---of how to determine the format of a proposed report, how to design the report, and how to write and edit it---are the bulk of Mathes and Stevenson's volume. The other half consists of, first, a guide to grammar, which together make up a basic procedure for planning a report from draft to publication; and second, nine complete reports, which embody the rhetorical principles advocated in the test and, taken together, illustrate the underlying similarity of reports designed for substantial.

Designing Technical Reports seems indeed to be the "superb tool" of the published description. It contains much material, is well-designed, "reads" smoothly and persuasively. Young engineers beginning to write technical reports as job assignments, and older engineers for whom writing is difficult may find its structural approach greatly to their liking. Individuals may read the book and apply Mathes and Stevenson's design principles as a means of self-improvement; supervisors or training courses may recommend it as a combined exposition of principles and tools for on-the-job service.

Designing Technical Reports is not a textbook for sloganeering through and writing exercises (there are no exercises), but a volume to read for understanding and keep open for practical day-to-day guidance.

Engineering Management

The theme of the 1977 Joint Engineering Management Conference (JEMC) is "Engineering Management: Key to Productivity." The conference will be held at Stouffer's Cincinnati Towers in Cincinnati, Ohio on October 31 and November 1, 1977.

This conference continues the twenty-five-year tradition which began April 15, 1953 in Detroit, with the first annual Engineering Management Conference sponsored by the Management Division of the American Society of Mechanical Engineers. Present sponsors of the JEMC are AIMME, ACSM, ASHE, ASME, AEE, IEEE and the Engineer Institute of Canada; over 4,000,000 engineers are represented. One of the sponsoring societies manages the conference each year. AIMME is in charge in 1977, and IEEE will host in Denver in 1978.

At this year's conference, speakers and discussions will consider many aspects of management for productivity, including product, competitiveness, workload measurement, education and safety, skills, communication, and innovation.

Keynote speaker for the 1977 JEMC will be J. H. Kahlbeck, president of AEE, the luncheon speaker on October 31 will be W. L. Oster, former chairman and president of Detroit Edison Company, who spoke at the first Engineering Management Conference in 1955.

For more details on this meeting, the only national conference on engineering management, contact

Paul H. Blackman, P.E.,
3000 Section Road
Cincinnati, Ohio 45237
(513) 731-3415

"Rhetoric is what survives when what has been learned has been forgotten."

---W. F. Skinner (1964)
TV is No. 1

From the Television Information Office and Report surveys via Communication News (July) come the following reports of public opinion:

In 1969, newspapers were the American public's primary source of news, with 1.73 million sources or places. Radio, in third place, is dropping further and further behind. Television, in addition to being the most popular news medium, is also considered the most believable.

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Use English Not Gibberish

Recent issues of this Newsletter have mentioned two books by Edith Newman—Strictly Speaking (1974) and A Civil Tongue (1975). Both are published by Bobbs-Merrill. They cost $7.95 each and can be found in public and university libraries. They concern mismanagement—funny, bon motic, stereotyped use of the English language.

Newman has gathered material on this subject during his years (since 1952) as correspondent, critic, and commentator for the National Broadcasting Company. His examples come from newspapers, radio, and television. From words spoken and documents written by weather forecasters, corporation and college presidents, diplomats and politicians, social scientists and educators, restaurateurs and advertisers, national-league ball players, critics of art and literature, and just plain folks.

The variety and multiplicity of these sources of jargon, tricks, and "pilfered verbiage" are appalling, but the multiplicity of examples is horrifying. With "sweet reason and sour comaths" Newman quotes phrases and identifies their origins. Sometimes he himself humorously carries the use of "language volantes" to humorous extremes and composes high-corne dialogues.

Many of the expressions he notes are repulsive like young juvenile trash talk 7 AM in the morning square-staged successfully foiled fatal slying.

Some are incorrect, like

some damage escapees irrelevant run-out Juan B. Are spiritus corporis also been in as just Take her or she to school

Some are silly, like

peer stuff a far idea right on pretty good swallow-to-eye-ball hopefully yanked

In Strictly Speaking, Newman writes about "formula language and the language of political conventions: about puffy words like eventuate supportive judgmental, about the use of medication (instead of medicine)

subject matter (instead of subject)
confidence factor (instead of confidence)
about
putting situation rhetorical thrust the studyology of baseball shower activity (i.e., rain).

In A Civil Tongue are more of the same. Some words have been overused, some have been misconstrued:
dialog, spirit of dialog in-depth discussion effectiveness confrontation parameter global major nilentone visible, non-visible linkage spectrum

Some of the "pauses are almost frightening:

human intercessory space (cemetery)
law enforcement center (still law court?)
culinary center place de diner complimentary beverage overspecialized tealizationist grottiangness

triviality private sector signage

multi-disciplinarity inter-disciplinarity input/output throughout quantum massified symbolism conceptualization thrust ramification ramshackle-activity types majoritarian sentiments propitiated

The titles of four chapters in A Civil Tongue suggest the wit with which Newman discusses these horrors:

A One-way Streetcar Named Detente Ice Front Paradox Lost Myself Will Be Back After This Message

Both books contain publications expressions coined by Newman himself in criticism. These include

imaginary fantasy, escalated interpersonal alterations (assault and murder), and a description of a class in elementary school (p. 133=)

During a module in the learning station, the facilitator entitled proximity reinforce in the direction of the learners.

In the late 1950s, further base units were added to the MKSA system—kelvin, candela, and mole. This expansion led in 1960 to the establishment of the International System of Units (SI) characterized by the meter, kilogram, and second, for which the abbreviation SI is used.

SI, a practical, coherent system of measurement, is being adopted worldwide to improve communication by standardizing units.

LeClair warns that education in metric conversion must be tailored to the needs of the special group being designed and timed. It gives a definite priority in any particular field.

Robert C. Townes, noted for his work in quantum of energy, in 1968 coined the term "metric." He said, "Our friends in Europe are learning to live with a kilogram of care; we give guidelines for teaching employees to "MEASURE and quote Senator Charles Summer's coment, made 110 years ago, on the US Metric Act of 1866: They who have already passed a certain period of life may not adopt it; but the rising generation will embrace it and ever afterwards number it among the foremost possessions of an advanced civilization.

The following list contains titles selected from the list which concludes LeClair's article:


The World of Measurability, by R. A. Kleitman.

The definitive book on the units and concepts of measurement, 1974, 296 pp., $14.95, Blum and Schaeffer, 620 Fifth Ave., New York, NY 10020.

Metric Practice Guide, ANS E350-76; in Canada, CSA Standard CN-1M, 1-76, the same as IEC Standard 608-1976 except for the spelling of two words throughout (ANS writes metre and litre, IEC has meter and liter).

The Guide gives conversion factors and rules for more than 1,000 units for weight and materials, 1968 Race St., Philadelphia, PA, 19103.

The World of Measurability, 1450 leases Lane, Piscataway, NJ, 08854.

Three publications available singly or in quantity from Metric Promotions 1450 Lease Lane Don Mills, Ontario Canada M3B 2B8


2. Writing SI Metric, $2.95 A 50-page guide to correct metric practice in writing, spelling, and selection.

3. Metric Awareness Posters, $0.75 Book (5 1/2" x 11") of posters on the seven basic SI units; perforation for easy tear-out; instructions for use in conversion program.

Two pocket-books available at $1.95 each from

FEDNA
9100 Livingston Road
Ann Arbor, MI 48105

1. Basic Training Guide to the New Metric and SI Units


FEDNA has been in business for 4 years.

Information on Films

A free computer listing of the following films plus 40 others on related issues is available from

John Dowling
Physics Department
Massachusetts State College
Amherst, MA 01003

The listing gives information on production and distribution, a short summary, level of audience, source of review (if any).

Versus—by and about KBD television programs (Japan)

Building of the Bomb—historical perspective Lewisohn's Nuclear Age: radical attempts to halt nuclear power

Nuclear Power Warnings—bridge to tomorrow—need for nuclear power Withdrawal from world Knowledge of the social responsibility of the scientist

FEA Cinema

As part of its public information/understanding program, the Office of Communications and Public Affairs of the Federal Energy Administration has released the following films. All are ideas, optical sound in color, and available on free loan to schools, civic and professional groups, and television stations:

When the Clouds Break, 165 minutes. Looks at past, present, and future energy uses and demands; Spanish language version also available.

Don't Let Us Off, 16 minutes. Documents the activities of four cities to solve the high cost of energy as it affects the poor and elderly.

Up in the Power Curve, 10 minutes. Shows the practicality of energy conservation and the important role it plays in helping solve some of our energy problems.

These films can be purchased from the National Audiovisual Center in Washington, DC 20409. FEA Films currently in production scheduled for fall 1976 release are:


For further information about these films, contact Visual Information Office, Office of Communications and Public Affairs, Federal Energy Administration, Washington, DC 20403.
short or to any part of a particular sheet, either backwards or forwards as he pleases. PRINT, thus, provides true random access to a non-volatile memory.

PRINTs may be stored in handy portfolios on the cover of a book. When a PRINT is needed, the request is presented to a PRINT service. PRINT may be made available on request, or, if necessary, on the cover of a book. PRINTS also allow the possibility of simultaneous display of multiple books as needed for display purposes with multiple PRINTs on the cover of the book. The most interesting information can be presented in the form of picture pages.

PRINTS involve no upkeep costs; no batteries or any other power supply are needed since the active power - thanks to an ingenious device patented by the makers - is supplied by the brains of the users. Altogether the Printless Information Tool seems to have great advantages and no drawbacks. We predict a big future for it.

Shorts

"Career and Life Planning for Students," by John Piscitelli, originally a series of articles in recent issues of the IEEE Student Newsletter, is being published as a pamphlet. PC-ers may be interested on behalf of young graduates, friends, or colleagues. Venues for Judy Hands, IEEE Student Activities, 349 East 47th Street, New York, NY 10017.

PC-ers who travel for business or pleasure may want to participate in a program recently introduced by IEEE's Educational Activities Board. If arrangements are made in advance, an honorarium of $200 per teaching day and local travel expenses will be paid for teaching short courses. When requesting details, send brief biographies of courses or subject, and travel plans to Vincent Odorico, IEEE Continuing Education, 455 Hope Lane, Piscataway, NJ 08854.

Understandable? In more or less than the quoted expression, p. 390 several college bookstores' decision to use a color barcode to help students identify the correct book. The pretext for this action is the bookstores' role to be the broadest possible instrument for making information available to the whole campus community, and to serve as a retail outlet for the most suitable service materials. This means that the bookstores sell books and stationary.

And then there is that small weapon in the CIA's arms: The audible voice synthesizer-a dart gun with silence.

What can we do about such ridiculous expressions as "New Age of Books," mostly empty, or even empty attention to the excruciatingly painful, in that of the haphazardly, or such linguistic vandalism, we can try to speak and write more careful English rather than foolish, foolish, or crooked high-academy verbiage.

Felony Assault

Edwin Shew in name is not alone in recognizing that as we degrade our language we degrade ourselves as human beings.

Edward Bliss, Jr., in "News Watch" (TV Guide, April 26-29), complained about broadcast journalists who quote "Felony Assault" on English. He notes --and deservedly--sentences like "For his and his wife, this is a sad time," "Carter you like he said would," and "Yu no I and it is just garbage."

"Save them from this!" Bliss echoes Shew.

In the same article, Bliss points out that robbed bank tellers who "scream silently" (blacked out and entered) and that far Alexander Miles the "scream" did not exist, but did "broadcast". The sentence sounds better to my ear.

Language is a tool," says Bliss, who was formerly a writer and editor with CBS News at now two-broadcast journalism at the American University in Washington, DC. "My say 'interrupted expeditiously' instead of 'buried quickly'."

Too often, it appears, our communication is merely careless.

Too Alive or Dying?

While Edwin Shewnan worries about Americans being the death of English, Mel Melman worries about English being the death of us.

As reported recently by Marvin Kelson in the Baltimore Sun (May 29), Melman attributes the voice of America to "an atmosphere of sensationalism in which anything goes, providing it's hip."

According to this Jewish member of the Hebrew University's Academy of Language, the people of modern America are now pursuing less but now know to feel that speaking it is more important than the actually saying it correctly; many are feeling, everyday, often without careful consideration, and there is much "bad" grammar and inconsistent expression.

"You needs a diet," says Melman. "Everyone's making a deal and deactivating the old ones. We are facing cultural disaster." So also says Edwin Shewman about American English.

Washingtonese

An institution of higher education shall be eligible for a great Grotzke if offered in any fiscal year on only if such institution has expended from current funds available for that year for instructional and library purposes, other than personal costs, during the preceding fiscal year an amount not less than the amount expended, per equivalent full-time student, or in the aggregate, whichever is less, by such institution from current funds for such purposes during the second preceding fiscal year.

--Proposed amendment to a Grotzke Department regulation proposed by the American Association of Electronic Sciences Society, June 1977.

Z-Z-Z-AAP! Pow! for Linguistic Butchers

Journalist James J. Kilpatrick, writing in The Baltimore Sun for April 29, was thus led to write:

Z-Z-Z-AAP! Pow! for Linguistic Butchers

In another interesting article, Kilpatrick points out that there's a new book, "The 39 Clues," that has been written by a man who has been working on it for 20 years. Kilpatrick suggests that we should be allowing more freedom of expression in our language and recognizing that there are indeed some things that are offensive.

But remember, Barbour cautions his readers. "If someone is following Edwin Shewnan, Edwin Shewnan is following you."


**Academics**

A Research Initiation Grant of $10,000 for 1979-80 has been allocated to each of the five Founding Societies in the Biotechnology Foundation—AESB, ABM, AUC, AIChE, and TCE. To apply for IEEE’s Grant, members must propose to the Chairman of the Technical Activities Board before December 1, 1977. Details and instructions are available from the TCE office at IEEE Headquarters.

A 17-minute color videotape (Chesapeake, 3/4") describing a program for sharing scientific equipment is available from Media Resources Center, 1131 Pearson Hall, Iowa State University, Ames, Iowa 50010 for rental at $50 or purchase at $30. The program, a result of research sponsored by the National Science Foundation, attempts to help faculty members overcome shortages which hamper scientific research and teaching.

**Vacation Blues**

My typist has been on her holiday for the entire month. Thus, I myself have had to work on all the jobs. Owing to this, I have had to delay some of your inquiries. I have been working on the next issue of the Newsletter and will probably be able to send it to you in the near future. I hope to have this issue ready by the end of the month.

**Far Out**

Images of the earth, made by the multi-spectral sensors of Landsat I and II, are available in a variety of sizes and formats. Write for details and prices to User Services Unit, ENR Data Center, P.O. Box 7108

"Space pictures" of hometown, estate, or favorite vacation area may be purchased. (ENR = Earth Resources Observation Systems).

**Print**

In Science Film, quarterly publication of the International Scientific Film Association (ISFA) articles are printed in both French and English. Issue No. 1 (1977) contains "Scientific Films: A Look from Inside a Research Laborato," by G. Deemer of Phillips Research Laboratories, Eindhoven, The Netherlands—a discussion of some of the principles of filming as they appear in the results in general, and, more particularly, in the medium of film.

Deemer points out that from the point of view of the research institution, communication of research results serves three purposes; that is, to

1. Further the prestige of researcher and institution
2. Permit and obtain exchange of information with other researchers
3. Motivate educators, designers, consumers, etc., to use the results

The form and medium in which any message should be communicated depend, of course, upon the nature of the audience. Deemer thinks that notwithstanding the availability of a wide range of media, the traditional combination of printing and reading is highly efficient, but only if content and presentation are adapted to the needs and receptivity of those being addressed. At present, he says, the needs of researchers and research institutions need more cooperative growth, more fusion of ideas and experience, and perhaps changes in organization before they will be able to prepare effective film presentations themselves. The making of complete research films for booklets or, say, 35 minutes, is now most often left to professional audiovisual specialists and producers of visual-aid programs.

In the third part of his article, Deemer discusses the facts that constraints are imposed on the film maker by research results by the researchers and their institutions, by professional and commercial organizations that shape scientific films and audio packages, by the background, needs, opinions, and intelligence of audiences.

The same issue of Science Film contains comments on Diagrams for Better Understanding of Science by Don Hennessey, Managing Director of the Center for the Advancement of Science, and Jerome Verheul, President of the Popular Science Film Section of ISFA. Their remarks supplement, complement, and support Deemer’s presentation.

The other two items in Science Film No. 10 are the summary-descriptions of 20 research films (in medicine, astronomy, physics, anthropology, biology, etc.) and a selection of articles describing film techniques newly developed or adapted for presentation of scientific material.

The ill and unfit choice of words wonderfully obstruct the understanding.

—Francis Bacon (1620)
Academics

A Research Initiation Grant of $10,000 for 1978-9 has been allocated to each of the five Founding Societies in the Biomedical Sciences Foundation-AACR, AMIA, AMOL, AHA, and IEEE. To apply for IEEE's Grant, members must propose to the Chairman of the Technical Activities Board before December 1, 1977. Details and instructions are available from the TAB office at IEEE Headquarters.

A 17-minute color videotape (1:3/4") describing a program for sharing scientific equipment is available from:

Media Resources Center
151 Pearson Hall
Iowa State University
Ames, Iowa 50011
for rental at $20 or purchase at $30. The program, a result of research sponsored by the National Science Foundation, attempts to help faculty members overcome shortages which hamper scientific research and teaching.

Vacation Blues

My typist has been on her holiday. My typist has been on her holiday! My typist has been on her holiday, O greatly lamenting typist! O greatly lamenting typist!

Cling back! Cling back! Cling back! O greatly lamenting typist! O greatly lamenting typist!

Wang Hsi-lei ringing back! O greatly lamenting typist! O greatly lamenting typist!

It's time to ring up Hsi-lei to get the latest news.

Nobody

The following is adapted from a story which appeared in the Chinese daily newspaper, the China Daily, by the Reliability Group Newsletter (April 1978):

Anna Someday, Thomas Everybody, Pete Anybody and Joe Nobody were members of IEEE's PC Group. They were old people and most difficult to understand.

All paid their dues and used the PC newsletter. EVERYBODY thought ANNA was a bore, Pete Anybody wanted to go to Addon meetings but was afraid SOMEBODY might not come. Joe Nobody went to ADDON meetings.

Really KORUT was the most active and conscientious one of the four. KORUT did committees work, KORUT accepted responsibility in all Affairs. Once she needed a Committee Chairperson. KORUT was a very busy woman, she had to be.

It happened that if a Fifth Engineer became an IEEE member, EVERYBODY thought SOMEBODY should get it. EVERYBODY thought SOMEBODY should get it. But SOMEBODY could not have made an effort. KORUT who finally got it to Join. KORUT.

Science Film

In Science Film, quarterly publication of the International Scientific Film Association (ISFA) articles are printed in both French and English. Issue 2 (1977) contains "Scientific Films: A Look from Inside a Research Laboratory," by G. Dummer of Phillips Research Laboratories, Holsworthy, the Netherlands—a description of various ways of publishing research results in general and, more particularly, in the medium of film.

DUMMER points out that from the point of view of the research institution, communication of research results serves three purposes: that is, to:

1. Further the prestige of researcher and Institution

2. Permit and obtain exchange of information with other researchers

3. Motivate educators, designers, consumers, etc., to use the results

Science of the Form and Medium in which any message should be communicated depends, of course, upon the nature of the audience. DUMMER thinks that not withstanding the availability of established modes of media, the traditional combination of printing and reading is highly efficient, but only if content and presentation are adapted to the needs and receptivity of those being addressed. At present, however, researchers and research institutions need more cooperative growth, more intimate experiences, and perhaps changes in organization before they will be able to prepare effective film presentations themselves. The need for such cooperation is felt in the tight relationship of scientists, educators, and producers in the science education field.

In the third part of his article, DUMMER discusses the fact that constraints are imposed on the film user by research results by the researchers themselves, and that these restrictions are imposed by advertising agencies, and so forth. The form and medium in which any message should be communicated depends, of course, upon the nature of the audience. DUMMER thinks that not withstanding the availability of established modes of media, the traditional combination of printing and reading is highly efficient, but only if content and presentation are adapted to the needs and receptivity of those being addressed. At present, however, researchers and research institutions need more cooperative growth, more intimate experiences, and perhaps changes in organization before they will be able to prepare effective film presentations themselves. The need for such cooperation is felt in the tight relationship of scientists, educators, and producers in the science education field.

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Newsletters

In the United States at least, newsletters are now performed in electronic print media. So says an article by Albert Walker, professor of journalism at Northern Illinois University, in a recent issue of the International Communication Quarterly, quarterly publication of the International Association of Business Communicators.

Walker estimates that 50,000 organizations, agencies, businesses, and other groups in the US are represented by newsletters, which publicize some 5,000 activities, cause some 20,000 commercial interests, and more than 4000 subject tapes from aboriginal to ecological parks.

There is even a newsletter for scientists.

The ISAC article points out that the newsletter is a very old and respected print medium. Newsletters were published by Chinese rulers and 200 BC to keep the court from the court, and by banks and insurance companies in seventeenth-century England to tell investors about shipping activities. The first newspaper in the North American colonies was not a newspaper at all, the Boston Newsletter of 1754.

Newsletters are published to inform, persuade, advise, and encourage. They differ in purpose, content, format, and method of delivery, that is to say, they may be commercial or promotional; contain news, reviews, or summaries; advise specialists, support particular interests; have newspaper or magazine format; appear in inserts in magazines, books, or pay envelopes.

Every typist is now a potential typesetter. Anyone can become a publisher using a low-cost duplicating process. Readers tend to scan and skip through a newsletter as if it is delivered, laying magazines aside to read in time that never comes.

Newsletters, in short, are a creation of revolution in journalism.

11 Metrics

The Industrial Communication Council's Newsletter for April contains a 1/2-page article on "How to Communicate More to Your Organization." Author Forbes Leclair points out that "conversion" or "going metric" is not only a mathematical exercise but also an emotional difficulty. We must learn to think in the terminology, he says, and forget about "translator.

In introducing metrics to Ontario Hydro personnel, Leclair has used, among other aids, a slide presentation, postcard, a technical talk, and a management newsletter, written instructions and specifications, and the character "Millie Grey" who was the leader of the two steps of learning, according to this author, are general awareness and particular familiarization.

An addition to Leclair's article is this brief history or "metric":

The metric system of measurement was used extensively by the scientific community in Europe during the eighteenth century. It was originally established by the French. Britain adopted a modified system that was to be in use, until it was changed, by 1948, to the same system, known as the CBS SYSTEM, but this was never used in British commerce, only by the scientists.

In 1909, the CBS System was dropped and the metre and kilogram were adopted in Britain as the base units for length and mass. Thus the MBS SYSTEM—metre, kilogram, second—came into use.

In 1960, the metre was divided and the metre and kilogram were adopted in Britain as the base units for length and mass. Thus the MBS SYSTEM—metre, kilogram, second—came into use.

In 1965, a professor Giorgi recommended that mechanical units be linked to electrical units by adoption of a base unit, the ampere. When this idea was formally adopted in 1965, it produced the MBS SYSTEM—metre, kilogram, second, ampere.

And then there is that small weapon in the CI's arsenal—a versatile miniaturizable package gun with silencer.

What can we do about such ridiculous expressions? If we improve the CI's awareness of such verbal weapons, we may be able to speak and write more British English rather than foolish, bottom, or nonsense high-language words.

Felony Assault

Edwin Newman is not alone in recognizing that as we develop our language we degrade ourselves as human beings.

Edward Bliss, Jr., in "News Watch" (TV Guide, April 6-22), complains about broadcast journalists who overlook "felony assault" on English. He means—and he means—sentences like "For he and his wife, this is a red sale." Captain Four like he said he would," and "You and I, it is just garbage.

"Don't use this," Bliss tells Newman.

In the same article, Bliss notes that robbers rob, murderers murder, and embezzlers embezzles. "But Alexander, speaking for broadcast journalism at the American University in Washington, DC, says "There's nothing expediently." Instead of "buried quickly."

Too often, it appears, our communication is merely delusion.

Too Alive or Dying?

While Edwin Newman worries about Americans being the death of English, Hilder Mclaren worries about American's being the death of America.

As reported recently by Marcus Kinison in The Baltimore Sun (May 29, 1975), Hilder Mclaren attributes the voice ascribed to an "American accent" of "languid, languid" to an "insipid" and "ignorant" of the character.

According to this joint member of the Harvard University's Academy of Language, the people of modern America are seen to be "languid" and "ignorant" of the character. This view is echoed every day, often with careful consideration, and there is much "bad grammar and idiosyncratic expression.

"We need a diet," says Hilder. "Everyone's making sure we are the ones who are facing cultural disaster." So also says Edwin Newman—about American English.
Use English Not Gibberish

Recent issues of this Newsletter have mentioned two books by Eben Brennan—Strictly Speaking (1974) and A Civil Tongue (1975). Both are published by Bobbs-Merrill. They cost $7.95 each and can be found in public and university libraries. They concern mismanagement—fuzzy, locutic, stereotyped use of the English language.

Brennan has gathered material on this subject during his years (since 1952) as a correspondent, critic, and commentator for the National Broadcasting Company. His examples come from newspapers, radio, and television; from words spoken and written by weather forecasters, corporation and college residents, diplomats and politicians, social scientists and educators, restaurateurs and advertisers, national-league ball players, critics of art and literature, and just plain folks.

The variety and multiplicity of these sources of jargon, trite phrases, and "pleonastic verbiage" are appalling, but the multiplicity of examples is horrifying. With "sweet reason and sour common" Brennan quotes phrases and identifies their origins. Sometimes he himself underscores the use of "language pol- lutants to humorous extremes and composes high-comedy dialogues. Many of the expressions he notes are repugnant like young juvenile true facts 7 AM in the morning square-stayed successfully foiled fatal solving.

Some are incorrect, like
government escapegoat irrelevant run for the hills Joan B. Arp spirit of soccer alone beef mix as jam take her or she to school

Some are silly, like
peer stuff a fur idea right on yester goat chewing-to-yesterday hopefully you know

In Strictly Speaking, Brennan writes about "formula- language and the politics of political concepts: about "fuzzy words like

eventuate supportive judgmental, about the use of medication (instead of medicine)

subject matter (instead of subject)
confidence factor (instead of confidence)
about
putting situation rhetorical thrust
the stodginess of baseball shower activity (i.e., rain).

In A Civil Tongue are more of the same. Some words have been oversown, some have been misapplied:
dialog, spirit of dialog in-depth discussion effectiveness confrontation parameter global major milestone visible, non-visible linkage spectrum

Some of the "uffs are almost frightening:

human intercessory space (cemetery)
law enforcement center (just law court?)
culinary center
place de diner complimentary beverage overstrategized talentisation grosslyness

inability to

private sector

necrosis

multi-disciplinarity

inter-disciplinarity

input/output/throughput quantified

massified symbolized

comprehensible to win Thurston

relevance

automated activities

majoritarian sentiments

propounded

The titles of four chapters in A Civil Tongue suggest the wit with which Brennan discusses these horrors:

A One-way Streetcar Named Jealousy I'm Just Parliament Lost Myself I'll Be Back After This Message

Both books contain publication expressions coined by Brennan himself in criticism. These include

imaginary fantasy

equal interpersonal alterations (assault and murder)

and a description of a class in elementary school (p. 133)

During a module in the learning station, the facilitator enacts curiosity-reinforcers in the direction of the learners.

In the late 1950s, further base units were added to the MKS system—kelvin, candela, and mole. This expansion led in 1960 to the establishment of the International System of Units (Singh, 1970, p. 133), for which the abbreviation SI is used.

SI, a practical, coherent system of measurement, is being adopted worldwide to improve communication by standardizing units.

LeClair warns that education in metric conversion must be done in a special way and self-paced, and gives a definite priority in any particular field.

Brennan used the example of a kilogram of curare, he gives guidelines for teaching employees to USE MKS/MICRO and quotes Senor Charles Summer’s comment, made 110 years ago, on the US Metric Act of 1856:

They who have already passed a certain period of life may not adopt it; but the rising generation will embrace it and ever afterwards number it among the common possessions of an advanced civilization.

The following list contains titles selected from the list which concludes LeClair’s article:


Practice Guide. ANSI B50-75. In Canada, CSA Standard E251-75. The same as ANSI Standard N42-1975 except for the spelling of two words throughout. ANSI manual states for "liter" and "meter": ANSI has "meter and "liter.


Three publications available singly or in quantity from

National Bureau of Standards

Bonn, Ontario Canada N6L 2C8

1. Metric Made Easy. $1.95

A four-step self-education kit.

2. Writing SI Metric. $2.95

A 60-page guide to correct metric practice in writing, speaking, and printing

3. Metric Awareness Posters. $0.75

Book (2 1/2 x 11") of posters on the seven basic SI units; performances for easy tear-out; instructions for use in conversion program.

Two-pocket books available at $1.95 each from

ROOMA 9300 Livingston Road

20. Basic Training Guide to the New Metric and SI Units

2. Reference Handbook for the Proper Use of Metric SI in Science and Engineering


Information on Films

A free computer listing of the following films plus 40 others on related issues is available from

John Duling

Physics Department

Northfield State College

Northfield, MA. 01963

The listings give information on production and distribution, a short summary, level of audience, source of review (if any).

Versus—by and about BART autobiography/narrative

Building of the Bomb—historical perspective

Levering's Nuclear War—radical attempt to halt nuclear power

Nuclear Power Warning

Knowledge of Social—political responsibility of the scientist

F.E.A. Cinema

As part of its public information/understanding program, the F.E.A. Division of the Federal Energy Administration has released the following films. All are ideas, optical sound in color, and available on free loan to schools, civic and professional groups, and television stations:

When the Cables Break, 28 minutes. Looks at past, present, and future energy uses and demands; Spanish language version also available.

Don't Cut Us Off, 16 minutes. Documents the activities of four cities in solving the high cost of energy as it affects the poor and elderly.

Up the Power Curve, 10 minutes. Shows the practicality of using energy conservation and the important role it plays in helping solve some of our energy problems.

These films can be purchased from the National Audiovisual Center in Washington, D.C., 20409. F.E.A. films currently in production scheduled for fall '77 release include "Reserved for Tomorrow." A National Oil Reserves: Open to All. The New Energy: Energy Update on American Future Energy: A Multi-Documentary Series.

For further information about these films, contact Visual Information Office, Office of Communications and Public Affairs, Federal Energy Administration, Washington, D.C. 20585.
American Film Festival

Prizes at the American Film Festival (May 23-
28):
Earth Science Prize (Southwestern Natural History Film Project)
A Desert Place (Time-Life Multimedia)
Archaeology/Anthropology Prize (Alaska Native Heritage Film Project)
The Aztecs (Documentary Educational Resources)
Physical Sciences & Math Prize (NASA headquarters)
The Moon: A Giant Step in Geology (Time)
Biological Sciences Prize (Signe Films)
Why Do Birds Sing? (Time-Life Multimedia)
Environment Prize (Urban Uplands Corp.)
Water, Water We Are Dying (Anne Zells)
Nature & Wildlife Prize (The End of the Game (Phoenix Films))
The Right Whale: An Endangered Species (National Geographic)
Medial Science for Professionals Prize (The Dynamic Kidney) Part 1 (Bell Lilly)
The Human Body (Southern-Labouch)

Further information is available from the Educational Film Library Association, 45 West 41st Street, New York, New York 10018, 212-246-5333.
A program listing all the films during the Festival is available for $3.00.

Energy Films

Talkeetna's Moon Pump. 1976. 10 min. FullMoon Films, Box 106, Anchorage, AK 99510. Describes the first pump to heat the ground below frost level.
Nuclear Power. 1976. 22 min. Time-Life, 100 Eisenhower Dr., Parsippany, NJ 07054. Traces history of the international race to achieve fusion, with explanations.
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Nuclear Power. 1976. 22 min. Time-Life, 100 Eisenhower Dr., Parsippany, NJ 07054. Traces history of the international race to achieve fusion, with explanations.

Pulmonary Respiration. 1976. 17 min. The Little Men of Massachusetts. 2400 Dorchester Ave., Boston, MA 02131. Questions the need for more nuclear power stations.

Communication

A newly-hired traveling salesman from South Louisiana wrote his first report to the home office. It stunned the brass in the sales department because, obviously, the man was almost illiterate. Here is what he wrote:

"Hey, Boss, I done seen them outfit, and you know, chere, they ain't never got a dime worth of nothing from us and my daze sole them a couple hunderd thousand dollars of that stuff you told me. I am now going to big Chicago.

Before this Cajun could be given the old head- be, a letter came from his main office:

"Say see chere chere—you know, I done cum here and may sole them a half a million.

Fearful if he did and fearful if he didn't fire the salesman, the manager dumped the problem in the president's lap. The following morning the two letters were posted on the office bulletin boards—with a memo from the president above them:

"May let me tell you, we been spending too much time trying to spell rate instead of trying to sell. Let's work them bills, you hear. I want everybody, mine crew, to read these letters from our main man, who is on the road doing a grate 1000 for us. You shall see out and do like he done.


Workshop on Communication and Report Writing

Course Outline

Course: Workshop on Communication and Report Writing

First Day:
1. Storytelling as Writing Style. The differences between "tell and sell" and "tell and frame": choosing the right message for the right audience; knowing whom to talk; making visibility.
2. Organizing the Writing Task: Identifying the reader and his or her needs; focusing on the facts, building an outline; writing effectively; reading objectively; how to use research.
3. Writing and Business Correspondence: Clarity, brevity, structure; forms.
4. Writing Short Information Reports: Occurrence reports, field trip and project reports; inspection reports.

Second Day:
1. Taking and Writing Minutes of Meetings
2. Writing Long Information Reports: Investigation and evaluation reports; feasibility studies and proposals.
3. Writing Annual Reports: Six basic parts; seven subsidiary parts; standard format; alternatives for formats; disadvantages; chronological, subject, concept organization.
4. Other Subjects: Depending on participants' needs and time available, additional subjects might be covered, such as editing other writers' words, abbreviations, developing form letter paragraphing, letterhead writing, and instructions.

Pre-Workshop Assignment

In preparation for the workshop, participants are asked to complete and bring with them two short written assignments. Participants will receive instruction, plus a copy of the course textbook, about 10 to 14 days before the first session. To assist in delivery of these materials in time, early registration is required.

Your complete Registration Form will be reviewed by the IEEE at least three weeks in advance of the course opening date.

General Information

Tuition
IEEE member $125.00
Nonmember $195.00

Short Course Locations and Dates

Sept. 30-Oct. 1
Oct. 7-8
Oct. 14-15
Oct. 28-29
Nov. 4-5
Nov. 11-12

IEEE:

New Brunswick
Sheraton-Royal Inn King's Road
New Brunswick, New Jersey 08901
201-456-5724

New Haven
Sheraton-Park Plaza Hotel Chateau Square
New Haven, CT 06510
203-727-1700

Atlanta
Sheraton-Biltmore
817 West Peachtree, N.E.
Atlanta, GA 30308
404-881-9500

Minneapolis
Sheraton-Ritz
315 Nicollet Mall
Minneapolis, MN 55401
612-330-6711

Los Angeles
Sheraton West Hotel
2878 Wilshire Blvd.
Los Angeles, CA 90010
213-262-7711

Denver
Sheraton-Denver Airport
2050 Onmaha St.
Denver, CO 80220
303-233-7711

Hotel Accommodations:

Courses are presented at the hotels listed here. The cost of food costs is not included in the course fee, nor does the IEEE arrange for hotel reservations. However, the hotels hold a block of rooms for participants for up to two weeks before course opening date. We suggest you call or write the hotel directly, mentioning IEEE, the course title, and dates attending.

Register Now. Use This Form.

Registration Information

IEEE:

New Brunswick
Sheraton-Royal Inn
King's Road
New Brunswick, New Jersey 08901
201-456-5724

New Haven
Sheraton-Park Plaza Hotel Chateau Square
New Haven, CT 06510
203-727-1700

Atlanta
Sheraton-Biltmore
817 West Peachtree, N.E.
Atlanta, GA 30308
404-881-9500

Minneapolis
Sheraton-Ritz
315 Nicollet Mall
Minneapolis, MN 55401
612-330-6711

Los Angeles
Sheraton West Hotel
2878 Wilshire Blvd.
Los Angeles, CA 90010
213-262-7711

Denver
Sheraton-Denver Airport
2050 Onmaha St.
Denver, CO 80220
303-233-7711

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Register Now. Use This Form.
TV is No. 1

From the Television Information Office and Roper surveys via Communication News (July) come the following reports of public opinion:

In 1969, newspapers were the American public's primary source of news, but in 1973 television outranked them. Radio, in third place, is dropping further and further behind. Television, in addition to being the most popular news medium, is also considered the most believable.

Book Review


The technique called Information Mapping applies concepts of methodology and style to the preparation of training, product, accounting, procedural, and computer software manuals. The New TV for Information Mapping is a carefully worded writing—reading textbook, programed self-instruction manual, guide for teachers, demonstration of content, presentation of examples, and basis for seminars.

Information Mapping procedure classifies sentences and diagrams into labeled blocks called Information Mapping blocks. In each case, blocks are labeled by headings that correspond to block areas. Each block consists of one or more sentences on a page or a number of graphic data about a single subject matter. The result is a logical sequence of information on a page divided into blocks by horizontal lines with block labels in the booklet margin. Six basic types of maps provide for presenting, respectively, the following:

Part Concept Classification Structure Procedure Process

To make up these six types of maps, blocks are chosen from a set of 35. Eight blocks are used in all or any map—i.e., map, Introduction, Comment, Synopsis, Diagram, Outline, Example, and Example/Note. All blocks are appropriate for two types of maps—i.e., description pertains to both Structure and Process, and Example/Note to both Structure and Concept. The other blocks appear in one type of map only—i.e., List, True, False, Any, Serial, Serial/Column, Chart, Checklist, Work Sheet, etc., in Procedure Maps: Parts in Structure Maps: Definition and Rules in Concept Maps.

A writer who uses this concept of blocks is forced to separate definitions from rules, rules from examples, examples from comment, and so on. To tell a story about television, for example, the writer would have to separate the blocks into the following segments—"blocks" of information.

In this "20th century way of writing," logical grouping and typographical cues organize any complex message into a logical, coherent series of simple fragments so that the reader can "step through" the presenting and receiving of information. Using the prescribed system, writers can prepare descriptive and explanatory technical material in a standard format and can unify text with decision tables, flowcharts, diagrams, and so on. Readers, in turn, find that the consistent functional categorization of subject matter not only simplifies both initial familiarization and later referencing but also increases understanding of facts and relationships.

Views and News

The United Nations Committee on the Peaceful Uses of Outer Space recently in Vienna, Austria, but found itself in disagreements.

The discussions dealt basically with two deceptive simple topics that become political nates as soon as they are given a little thought: navigation, the exploitation of earth-resources data and the direct broadcast of television programs from satellites.

All countries agree, for example, that the data from Landsat (and from the still-to-be-launched Seasat) should be distributed—but should data on each country or to anyone who asks for it, or should a country have a right to grant or withhold permission for access to its data?

One problem is that, at least at present, the earth-resources satellites are owned and operated and the data are exchanged just one country—the United States. This situation obviously puts the US in an advantageous position which is enhanced by the fact that much of the interpretive expertise for this data is in the US—the rest of it is in other developed countries.

The developing countries, on the other hand, worry about what will happen if major oil or minerals find is discovered from Landsat data on their territories. Will they be able to control or prevent a rush of outsiders to "help" mine the newly found resources?

The concentration of technology in the Western developed countries, particularly in the US, is also the source of disagreement about direct-broadcast satellites.

The Soviet Union, already experienced with the appeal of Western programming to its cities in border regions, is concerned not only that the US will use direct-broadcast satellites for ideological purposes but also that the wide availability of Western programs will embolden the Soviet citizens to show support for programs from Russia's own programs. While Russia can and does claim that its own radio transmissions heard in the Soviet area, they are reluctant to undertake TV jamming since it is a far more difficult and costly job. Thus they are not surprised that the developing countries in the US in an effort to have the world body agree to a system of controls on direct-broadcast-satellite use.

Since the Soviet bloc plus the developing countries represents a major interest in the US General Assembly, the developed countries of the West are drawing up treaties that may or may not agree on an approach to controls of direct-broadcasting from satellites to other territories, and to decide whether, or the UN reaffirm, the concept of the world-wide free flow of information.

At the moment the West is urging in committee that there must be some kind of direct-broadcast satellite controls now because, what with the present state of communication technology, it might not be enough direct-broadcast satellites to make any difference for another ten to fifteen years.

The Soviet and developing countries, however, will argue that direct-broadcast satellites have been proposed on only one occasion and want to establish the principles of control early before their "rights," as they see them, are trampled by an emerging technology.


In Designing Technical Reports, two members of the Humanities Department of the College of Engineering at the University of Michigan have applied concepts of design and structural analysis to engineering writing.

The authors begin by pointing out the differences between preparatory reports in college and preparing them in industry. That is, students write for one person, a professor, who is better informed than they and who tells them to try to demonstrate their mastery of ideas and information. Practicing engineers, on the other hand, write for an organization, a group of persons with a variety of needs and backgrounds, to inform, guide decision-making, and record the results of their investigations.

Considering these differences, and believing that problems of technical communication can be approached as systematically as problems of structural engineering, Mathes and Stevenson have written a how-to manual for designing reports. Draft style, form, and editing are treated as design problems.

The book focuses on questions that every engineer must answer before beginning to write:

Who is the reader?
What do they need to know?
What does the writer want to accomplish?

Some readers will be structured to meet these specifications.

One cannot design a serviceable tool, or bridge, or computer system, or report, Mathes and Stevenson believe, without first being well-informed about how the finished product will be used, by whom, and for what purpose.

Accordingly, they discuss the writing of a technical report as a design process with three stages. First, the writer must decide what he will be writing; the function of the report in the organizational system in which it is to be used, and who will read it. Second, he must understand the prevailing communication system or process and who their reports will enter. Next, he must identify the person who will read each report; characteristics then according to position, knowledge, and to personality. At this stage, the writer can begin to decide how direct-broadcast controls now because, what with the present state of communication technology, it might not be enough direct-broadcast satellites to make any difference for another ten to fifteen years.

Therefore, the writers conclude that the purpose for writing and decide how best to state or indicate this purpose.
The next stage of report writing as an engineering activity is that of designing the report. Mathes and Stevenson recommend that every report should have two clearly distinct components: introduction, consisting of preliminaries and a summary, to provide a useful overview of problem and proposed solution; and body, consisting of discussion and conclusions, to provide details of problem, investigation and "back-up" and solution.

Designing Technical Reports describes structures and methods used in writing and discussing components for different kinds of report, gives examples, and considers the use of sub-projects. Two developmental strategies are recommended:

Generalize first, then explain particulars.
Discuss particulars in a sequence of descending significance.

Mathes and Stevenson follow their treatments of function analysis and over-all design with a section called "Writing and Editing the Report." Here again they stress the importance of general-to-particular and more-to-less-important strategies, this time as applied in designing and arranging a report's segments and units. Patterns of internal design are discussed for presenting descriptive, expository, cause/effect, question/answer, and comparative material.

Tactics for revision are similarly treated as matters of design. Poorly edited sentences, says Mathes and Stevenson (p. 140), are like noise in a system of audible communication.

They can interfere with the clear reception of the signal and at times can even block out the signal itself. However, few writers enjoy the routine work of filtering out this noise, the work must be done. Doing it correctly means that you must edit sentences both in context and individually.

The chapter on editing accordingly discusses the interaction of sentence within segments and units of a report and problems of making individual sentences direct, clear, and efficient.

In considering the structural aspects of layout and visual aids, Mathes and Stevenson write (p. 186),

"The design of a report is not the design of an idea; it is the design of a thing. The report writer must therefore understand how physical design features can reinforce and clarify ideas."

Your readers are recommended for calling attention to the intellectual design of a report: headings, transitional paragraphs, the use of facts, figures, graphs, tables, photographs, diagrams—considered as elements of design which reinforce and clarify the text when they are well planned, well conceived, and well executed.

These discussions—of how to determine the function of a proposed report, how to design the report, and how to write and edit it—form nearly half of Mathes and Stevenson's volume. The other half consists of, first, a guide which together make up a basic procedure for planning a report from draft to publication; and second, nine complete reports, which embody the rhetorical principles advocated in the text and, taken together, illustrate the underlying similarity of reports designed for different purposes.

Designing Technical Reports seems indeed to be the "superior text" of the publisher's description. It contains much material, it is well-designed, it reads smoothly and persuasively. Young engineers beginning to write technical reports as job assignments, and older engineers for whom writing is difficult may find its structural approach greatly to their liking. Individuals may read the book and apply Mathes and Stevenson's design principles as a means of self-improvement; supervisors and professional training courses may recommend it as a combined exposition of principles and tool for on-the-job service.

Designing Technical Reports is not a textbook for slogging through and writing exercises (there are no exercises), but a volume to read for understanding and keep open for practical day-to-day guidance.

**Engineering Management**

The theme of the 1977 Joint Engineering Management Conference (JEMC) is "Engineering Management: Key to Productivity." The conference will be held at Stoudt's Cincinnati Towers in Cincinnati, Ohio on October 31 and November 1, 1977.

This conference continues the twenty-five-year tradition which was begun April 13, 1953 in Detroit, with the first Annual Engineering Management Conference sponsored by the Management Division of the American Society for Engineering Management. The current conference will be held in Cincinnati, Ohio on October 31 and November 1, 1977. This year's conference, speakers and discussions will consider many aspects of management for productivity, including planning, competitiveness, work measurement, education and skills, safety, communication, and innovation.

Keynote speaker for the 1977 JEMC will be J. H. Knickelbein, President of Allis-Chalmers. The luncheon speaker on October 31 will be W. L. Oster, former Chairman and President of Detroit Edison Co., who spoke at the first Engineering Management Conference in 1955.

For more details on this meeting, the only national conference on engineering management, contact

Paul H. Boecklein, P.E.
3600 Second Road
Cincinnati, Ohio 45237

(513) 731-9315

**Allison**

Education is what survives when what has been learned has been forgotten.

—W. F. Skinner (1964)
Sound/Slide Presentations

Increased use is being made of the sound/slide medium in presenting current science developments. For example, at the recent American Geophysical Conference in Washington, DC, a typical sound/slide show brought scientists at the meeting up-to-date concerning the latest developments of the Lawrence Berkeley Lab in the field of energy research.

When asked: "Why a sound/slide show instead of a film?" Jim Salavert of the Berkeley Lab and the American Science Film Association explained as follows: "There are several basic reasons: they can be produced in less time at a lower cost; there is a greater availability of slides or still pictures; editing is very simple; sound recording and duplication is easier; changes and updating are simple to do. Also, there are available more sound/slide projectors with automatic slide changing. Motion in slides shows can be simulated in several ways. I have been recently using Polamotion, a special Polaroid filter material rotating in front of the lens of the projector to give the appearance of motion on a slide. With careful planning, many aspects of motion can be achieved."

---From ANPA Notes (July)

Ronald S. Blicq

Ron Blicq heads the Industrial and Technology Communication Department of the Red River Community College, Winnipeg, Manitoba. Formerly, he served for ten years as an aeronautic officer with the Royal Air Force in England and ten years as a technical editor and training consultant in the Electronics Division of GAF Industries in Canada. Rum is chairman of P.O.'s Educational Committee, designed and, with Continuing Education personnel, is coordinating the home study course, "Technically-Written: The Communication and Report Writing," sponsored by IEEE's Educational Activities Board. Author of two books on technical and business writing, Rum is eligible for election to a second term on P.O.'s AdCom.

Photons

Have you seen the word PHOTONS yet? V. G. Byrr, in Phononics for May, reports that the term describes the science of systems which photons are the principle carriers of communication. It covers such fields as high-speed photography, technical photography, optical instrumentation, and so on.

Thus, photography is a branch of photons dealing with imaging technology. Use of the term photons may eliminate the need for use of the word "optics," which began as radio engineering.

---From ANPA Notes (July)

Weldo D-rings

* An improved hose-lead binder is being made by Weldo Plastics of Toronto and Chicago. Its rings—three or seven—are D-shaped, not circular, and bonded to the back, not the spine. These two features virtually eliminate the tearing of pages in ordinary use and permit tabs to be visible at all times. The new binders open flat and hold about 25% more paper than traditional binders. For prices, a sample of the welded vinyl binder material, and information about binder construction and use, write to Weldo Plastics at 151 Bridgeland Avenue, Toronto, Canada, M6A 117, or 939 V. 35th Street, Chicago, IL 60605.

Careful, Now

The engineered safety features system initiation instrumentation setting limits and permissible by-phrases shall be as stated in Table 3.141.
US Air Force Systems Command

The May Newsletter of the Aerospace and Electronics Systems Society discusses the U.S. Air Force Systems Command in the first of a projected series of articles on the organization, functions, operations, and programs of those groups which are part of the Society's field of interest. A summary of the article follows:

The Air Force Systems Command (AFSC), established April 1, 1961, is responsible for the advancement of aerospace science and technology and its adaptation into operational weapons systems. Systems Command is organized to provide effective management of Air Force scientific and technical resources to accomplish its mission.

AFSC also meets the major space responsibilities of the Department of Defense (DOD). These include research, development, test, and engineering of satellites, boosters, space probes, and associated systems needed to support national and space administration (NASA) projects and programs written under basic agreements between DOD and NASA.

AFSC headquarters at Andrews Air Force Base (AAF) at the Air Force Research Laboratory (AFRL), directs programs of divisions, development and test centers, ranges, and laboratories, and coordinates the military and civilian scientific and industrial efforts of the United States toward the development and procurement of aerospace weapon systems.

Some 15,040 officers, airmen, and civilians at more than 200 installations, in the fifty States and abroad, take part in this effort.

1. The Aerospace Medical Division at Brooks AFB (Texas) conducts biomedical and biotechnological research, development, and testing programs to explore the capabilities of man in aerospace operations. Units of this Division are:
   * Medical Center at Lackland AFB (Texas)
   * Research Laboratory at Wright-Patterson AFB
   * School of Medicine at Brooks AFB

2. The Minister of Science and Technology at Andrews AFB (Maryland) acquires analyzers, and analyzes information on foreign aerospace technology.

3. The Office of Scientific Research at Rolling AFB (D.C.) awards grants and contracts for basic investigations. It is responsible for work done in physics, chemistry, and mathematics at the GDR Academy (Culver City) and for activities of the European Office of Aerospace Research and Development (London) that links the Air Force with scientific communities abroad.

4. Aeronautical Laboratories at Wright-Patterson AFB investigate flight dynamics, materials, avionics, and aeropropulsion.

5. The Air Development Center at Griffiss AFB (New York) conducts research and development programs in information sciences and communication.

Products

1. The Space and Missile Systems Organization (SMOSO) at Los Angeles AFB manages the design, development, acquisition, launch, and tracking of missile systems. Part of this work is operation of the Satellite Control Facility which conducts on-orbit, real-time tests of ICO satellites.

2. Another part of SMOSO is the Space and Missile Test Center at Vandenberg AFB (California) which manages satellite launches and ballistic tests, and supervises data-gathering sites scattered from the California coast to the Indian Ocean—i.e., in the Western Test Range.

3. The Eastern Test Range is managed from Patrick AFB. This missile-testing facility extends from Florida down the Atlantic and into the Indian Ocean.

4. Cape Canaveral is Station One, the launch site. Tracking and data-gathering stations are at Grand Bahama, Grand Turk, Antigua, and Ascension Islands. The test land station is near Pretoria, Republic of South Africa.

5. The Air Force, Army, Navy, NASA, and foreign countries use this range in developing missile and space-exploration projects. Radar, optical, and continuous- wave devices track vehicles, and telemetry equipment records flight performance.

6. The Aeronautical Systems Division at Wright-Patterson AFB manages the development and acquisition of such equipment as:
   * the B-52 advanced strategic bomber
   * the F-15 "Eagle" tactical fighter
   * remotely piloted vehicles (RPV)
   * the Mavericks (television-guided air-to-ground anti-tank weapon)
   * "flying laboratories" for various research and development projects

7. The Electronic Systems Division at Hanscom AFB is responsible for the development, acquisition, and delivery of electronics systems and equipment for aerospace communication. These systems take many forms, such as...

Other ex-officio members may be appointed as deemed necessary by the ASOC Chairman. Only the ex-officio members listed above, however, shall be voting members of the ADSC.

Paragraph 3.1 Meetings Committee

Paragraph 3.2, Meeting Activities...he is assumed to have ratified the minutes.

Effective Communication

In the growing pace of today's business competition, many engineers are hiding their technical and business abilities in poorly organized, uninteresting written communications.

This is an unfortunate fact. Only by developing effective communication skills can talented engineers achieve the success they deserve.

With EIC, IEEE's Educational Activities Board (EAB) believes that every engineer has latent writing ability and can easily learn the proven techniques that produce successful communications in every area of his or her work.

The new two-day Communication and Report Writing Workshop in IEEE's response to a definite need. Here is a highly interactive, idea-packed short course that teaches the steps by step. How to transmit technical and business information clearly, efficiently, persuasively, in short, how to communicate for results.

Developed by EIC's Education Committee, the course has been successfully presented to over 40 classes of engineers and other professionals and has received the enthusiastic endorsement of the EAB.

Upon completion of the course, each participant should be equipped to write clear, cogent, explicit technical communications of every type, from routine correspondence to formal engineering reports and feasibility studies.

This course is aimed at engineers, scientists, technologists, managers and administrators whose job duties require the regular issuance of letters, analyses, recommendations and reports.

Prof. Ronald B. Hing was technical editor/training coordinator for two years with the Electronics Division of CAS Industries, Canada, and is now head of the Industrial and Technology Communications Department and River Community College, Winnipeg, Canada. He is currently chairman of the IEEE Professional Communications Group's Education Committee and is author of two books on technical and business communications.

The course textbook is "Technically Written," written Prof. Hing and published by Prentice-Hall. Several pages of notes supplement the text and the classroom instructions.

Because Prof. Hing insists on personal attention to individual student needs, the class size is automatically limited to 30 participants. When classes are filled, subsequent registrants will be notified and their payments refunded.

The Workshop on Communication and Report Writing is being offered in six U.S. cities this season. See the course announcements and registration form elsewhere in this Newsletter.
Section 2. No member serves more than two consecutive terms.

Section 3. References to Chairman and Vice Chairman.

... no member may serve more than two consecutive terms in either position.

Section 4. The newly elected Chairman appoints a Secretary and Treasurer for a one-year term. These officers need not be members of the Administrative Committee.

Sections 5 and 6. Pronouns "he" and "his," "his/her" and "hers.

Article VII. Meetings.

Section 1. Lengthy and complicated.

Article VIII. Meetings.

Section 1. Lengthy and complicated.

Section 2. Ex-officio members do not vote except for the special cases defined in the Bylaws.

N.Y.A.R.

Bylaw 2. Present


The annual General Fee shall be four (4) dollars for IEEE members and eighteen (18) dollars for Group Af-

... the Treasurer is assisted by, and may be Chairman of, the N.Y.A.R. Committee as described in Bylaw 5, Paragraph 3.T.

Paragraph 2. Treasurer.

... as is assisted in the planning and implementa-

in addition to the 12 elected members—at-large, the

... Chairmen of all standing committees.

b. The editors of the Group publications, and

c. The immediate past AdCom Chairman.

a joint U.S.-Canada network of civilian/military radar sites

an upgrading of the underground combat operations center for NORAD (North American Air Defense Council)

long-range coastal radar networks

satellite communication terminals

an air-borne radar-and-communication post

the use of computers to solve command and control problems

Support

1. The Contract Management Division at Kirtland AFB manages the administration of contracts held by 20 major defense suppliers from Air Force, Army, Navy, NASA, and other government purchasing agencies.

2. The Civil Engineering Center at Tyndall AFB (Florida) conducts research and development projects and provides technical services related to civil engi-

enineering and environmental problems of the Air Force.

Test

1. The Flight Test Center at Edwards AFB tests and evaluates manned and unmanned aircraft systems, vehicles, and devices; participates in U.S., private, and foreign test programs; and operates the USAF Test Pilot School.

Located about 300 miles northeast of Los Angeles on the western edge of the Mojave Desert, the Test Center has one of the largest ground complexes (501,000 acres) in the Air Force; at its immediate disposal are over 14,500 square miles of restricted airspace. Within the Edwards reservation are 65 square miles of usable landing area on two dry lake beds with runway lengths up to 7.5 miles. This com-

possible that the 25,000-foot main runway. Additionally, ideal flying weather and a semi-arid location combine to afford an environment highly conducive to both manned and flight tests.

Equipment now being evaluated includes

- F-3A Airborne Warning and Control System (AWACS)
- B-1 strategic bomber
- F-15, F-14, F-16 fighters

2. The Armament Development and Test Center at Eglin AFB researchers, develops, tests, and acquires for inventory all non-nuclear armament for Air Forces tactical and strategic units.

The work covers air-launched tactical and defense missiles, guided weapons, aircraft guns and ammunition, targets, and related support equipment; also electromagnetic-vortex and inertial-navigation systems.

Tests are carried out over more than 2000 miles of land and 44,000 square miles of the Gulf of Mexico.

3. The Engineering Development Center at Arnold AFB (Texas) contains the world’s largest

and most advanced complex of test facilities for simulation of aerospace flight. Its mission is to

ensure that aerospace hardware—aircraft, missiles, spacecraft, jet and rocket propulsion systems, and other components—will work right the first time they fly.

The three major facilities of the center contain one 40 test units in which flight conditions can be simulated from sea level to altitudes of 1.000 miles and from subsonic velocities to more than 20,000 miles per hour. Equipment being tested ranges in size from small-scale models to full-scale vehi-

les with propulsion systems installed and operating.

Some engineering development work for virtu-

ally every major U.S. aerospace system has been sup-

ported by tests at this Center, and a number of un-

expected problems encountered in operating sys-

tems have been quickly and economically solved. Tests are conducted for the Air Force, Army, Navy, NASA, and other federal agencies and their aerospace con-

structors.

C.C. Meeting / Seminar

The Council of Communication Societies (CCS is one of its 15 members) held a mini-conference that con-

sisted of an afternoon business meeting on June 9 and an all-day seminar on June 10.

Business

It was pointed out that individual members of CCS member organizations (e.g., PO-ees) may receive 12 issues of Communication Notes for $8.00 (half-price). This excellent monthly newsletter, "Digest of News for Communication Professionals," carries full re-

ports of CCS’s tri-annual seminars; a monthly calendar (2 to 6 months ahead) of meetings, workshops, and seminars dealing with communications; and brief reports on journals and journal articles, activities, books, people, organizations, and technology—everything relating to communications. Send $8 with request for subscription to CCS, P.O. Box 1078, Silver Spring, MD 20910, including your IEEE Member No. and identify yourself as a PO-ee (Canada and Mexico, $10; elsewhere, $12).

Most CCS organizations share conference recipro-

city (i.e., registration at member rates), and ideas of inter-society conference participation, scheduling, and programming are being considered. Other tentative CCS projects include: compilation of bibliographies on com-

munication and on Index of communication courses and curricula, printing career brochures, publishing state-

of-the-art papers by individual members of member so-

cieties.

Seminar

The seminar program was designed to show Implica-

tions of the free flow of information and of the con-

cept that freedom to communicate is a basic human right.
Attorney Heather Florence discussed First Amendment freedoms, pointing out that minor losses today may cause major losses tomorrow. The focus of national attention, however, is and should be varied and changing. In 1970 and 1971, we were concerned about national security and the right to publish the Pentagon Papers. In 1976 and 1977, problems related to pornography and phonological advertising become important. Arguments about obscenity of character and the invasion of privacy are always with us.

Journalist Bill Berkman urged repeal of the First Amendment. The ability of individuals to sue for libel, he said, makes authors and publishers fearful of writing and printing the truth.

Don Levy, a vice-president of McGraw-Hill (hosts of the seminar), discussed technology and institutional structures as factors in communication. He pointed out the burst of new forces which began to affect communication in the last 20 years of the last century—the steam-powered rotary press, mechanical papermaking, large-scale rail transportation, universal elementary education, growth of corporations, and so on. Then in this century came phonograph recording, the film industry, radio, television, publishing complexes, and the computer. In the presence of these, Larry Siegel's Freedom to speak has become less significant, than access to a medium of communication. He also pointed out that in the United States, the question of being allowed to speak is far more complex than a matter of freedom vs. censorship. We tend to forget how deeply our Government is involved in communication.

Federal bureaus and departments not only engage in massed judicial functions (such as arrest and libel cases) and executive functions (such as a administration of copyright and regulation of electronic communication media), but also have made the U.S. Government both the nation's largest producer of printed material and motion pictures and one of the nation's largest consumers of information. Perhaps half the books published in the country are purchased with Federal money.

In addition, Government is a crucial originator and prime source of vast quantities of information. For instance, it is essentially the sole source for information about defense issues, and that information is controlled so carefully that the public, by and large, knows only what the Government wants it to. Much the same can be said about major international issues, and even such mundane affairs as wheat futures.

Indeed, our Federal government is so intimately involved with communication affairs that it cannot be excluded from them; rather the best we can do is try to restrain the exercise of its power.

Recently, however, the ability of the government to use its power has been decreased by the advent of the computer, which provides information about people from the IRS data bank and about business from the S&L data bank. Computers also print, store, re-store, indexes, and copy journal articles; as scientific publishing becomes less and less profitable, Government may take it over.

Robert Freedman, attorney for Station WHTF in New York, discussed Freedom of information and the perspective of public broadcasting. The Federal Communications Commission makes rules, enforces, and judges litigation, he pointed out, to ensure that broadcasters serve the public fairly in their service areas. He also discussed broadcasters' difficulties in balancing the public's right to be informed against individuals' rights to privacy.

—Emily Dickinson (1880)

Faith is a fine invention
For gentlemen who see,
But microscopes are prudent
In an emergency.

IEEE GROUP ON PROFESSIONAL COMMUNICATIONS

MEMBERSHIP APPLICATION

Name
IEEE Membership No.
Mailing Address
City, State/Zip
Field of Interest

☐ I am a member of IEEE and hereby apply for membership in the Group on Professional Communications.

☐ I am not a member of IEEE but would like to join. Please send information.

*Group Fee: $6.00.

IEEE Group on Professional Communication

NEWSLETTER

Vol. 20

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Letter from the President

The meeting of PC's AdCom scheduled for August was cancelled. Our next will be the so-called "annual" meeting, November 31, at IEEE Headquarters, 345 E. 47th Street, New York City, from 10 AM to 3 PM. We will greet new AdCom members, elect officers, and plun ahead with plans for 1978. As usual, friends, visitors, and all PCers will be welcome.

This issue of PC's Newsletter, again, draws heavily from other IEEE publications, from the works of individual volunteers concerned directly with communication and the newsletters of organization members of the Council of Communication Societies.

The American Science Film Association's Rights for July contained several lists and descriptions of films that are reprinted here for the general information of us all and for possible use by some who may be seeking program or institutional material.

The Industrial Communication Council's Newsletter for April also contained sources data on adapting to the use of 21 metrics—that may be useful to some PC-ers.

The captions, "funnie," wise words, and bad en-samples will, it is hoped, help us all be alert, encouraged, and more skillful as we try to promote quality in communication.

Please note the proposed changes to PC's Constitution and By-laws, and for April also contained sources data on adapting to the use of 21 metrics—that may be useful to some PC-ers.

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Please note the proposed changes to PC's Constitution and By-laws.

Changes to Constitution and By-laws

The following changes in PC's Constitution and By-laws have been approved by our AdCom and IEEE's Director of Technical Activities. Unless more than 5% of the membership object within thirty days of receiving this publication, these changes will be adopted.

CONSTITUTION

Article V: Present

Section 1. The Group is administered by an Administrative Committee of 15 elected members of the Group.

The Group is managed by an Administrative Committee (AdCom) of 15 elected members-at-large and other ad-office members designated in the By-laws.

Proposed

Send Form 3579 to IEEE, 345 East 47th Street, New York, New York 10017