



THE INSTITUTE OF  
ELECTRICAL AND  
ELECTRONICS  
ENGINEERS, INC.

345 EAST 47TH STREET, NEW YORK, N.Y. 10017 AREA CODE 212 752-6800

IEEE COMMITTEE ON SOCIAL IMPLICATIONS OF TECHNOLOGY

New York - February 17, 1973

MINUTES

1. Dr. Barrow, Vice-Chairman of TAB and Chairman ex-officio of C-SIT called the meeting to order at the Americana Hotel at 9:40 a.m.

Those present:

Bruce B. Barrow, Chairman, ex-officio  
Anthony Robbi, Vice-Chairman  
Peter D. Edmonds, Staff Secretary

James Andover, Spectrum Staff  
Walter Beam, representing EAB  
J. Malvern Benjamin, Chairman, Working Group  
on INTERCON  
Richard M. Emberson, Staff Director -TAB  
Curt Fey, representing Computer Society  
Frank Kotasek, Chairman, Working Group on  
Publicity & Participation  
Lester Nagel, representing IEEE Environmental  
Quality Committee  
Michael Pessah, Editor, C-SIT Newsletter  
Paul Stoller, Chairman, Working Group on  
IEEE Activists  
Stephen Unger, Chairman, Working Group on  
Publications  
Ted Wernitz, Chairman, Working Group on  
Bibliographies

Those absent:

Einar Ingebretsen, Director, IEEE Region 6,  
representing Region 6 (West Coast)  
Victor Klig, Chairman, Working Group on  
Procedures  
Bill Stillinger, representing Student  
Activities Committee  
A. M. Killin, representing Division II  
William Cory, Director - Region 5  
representing Region 5 (South West)  
Ralph Clark, Manager - IEEE Washington Office  
John Gaffney, Jr., past Vice-Chairman,  
Committee on Applications of Electro-  
technology to Social Problems

W. A. Higinbotham, Working Group on Subject Areas  
John Lewis, Working Group on Curricula  
H.M. Sarasohn, Working Group on Current IEEE Activities  
L. A. Tate, Working Group on Other Societies Activities  
E. A. Wolff, past Chairman - C-SIT

Attachment A shows an updated roster of the Committee. (Corrections are continually sought.)

2. Minutes of January 8, 1973 Meeting

The Secretary noted several errors: Mr. Ralph Clark was present at the meeting but had been listed as absent. In paragraph 3.1, line 2, the word 'reflectively' should read 'reflexively' and on page 3, line 11, the work 'exhibit' should read 'exhibitors'.

Dr. Emberson advised that paragraph 4 should be corrected to record the fact that delays of 3-6 weeks occur in the Post Office for delivery of Newsletter under both second and third class mailing permits.

The minutes as corrected were approved.

3. Agenda

There were no additions or changes requested.

4. INTERCON'73

Dr. Barrow summarized discussions and decisions since the last C-SIT meeting. These included a vote of confidence in Dr. Barrow's actions, passed by the IEEE Board of Directors on January 10, 1973 and an agreement reached with Mr. Carroll Killen, the Chairman of the IEEE Conference Board and Mr. Fink, IEEE Executive Director. The status is recorded in Attachment B of these and the previous minutes, and in editorial notes to the previous minutes paragraphs 3.2.2 and 3.2.3.

The following status summary deals with the C-SIT sponsored events individually.

4.1 Workshop: "The Engineer & Military Technology", Organizer: J. M. Benjamin.

The arrangements reported in the editorial note to paragraph 3.2.2 of the minutes of 1/8/73 were approved and remain unchanged. The five speakers are firm. A three-phase format is foreseen: panel presentations, discussions from

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ACTION  
(Edmonds  
& Beam)

ACTION  
(Barrow)

the floor, then five separate round table discussions with each speaker. It is intended to tape-record the entire panel presentations and discussions from the floor. The Secretary agreed to generate the first draft of the transcript. Dr. Beam will edit the draft and the final transcript will be reviewed by C-SIT before release. Committee members are expected to provide effective publicity in advance of the workshop by personal communications. Members of the IEEE Board of Directors will be invited.

4.2 Open Forum of Contributed Papers: Organizer: J. M. Benjamin.

The arrangements reported in the editorial note to paragraph 3.2.3 of the minutes of 1/8/73 were approved.

NOTE: Subsequently, THE FOLLOWING CHANGES OF FACILITIES WERE RECOGNIZED BY THE SECRETARY:

Wednesday, March 28: Chelsea B Room, instead of Chelsea A

Thursday, March 29: Chelsea A Room (unchanged)

Sign-up table: Room 501, 5th floor instead of LaReserve Room, 4th Floor, because the hotel has withdrawn the latter from IEEE's use to convert it into an office. Room 501 will still be the TAB Office.

INFORMATION ON THE FORUM IN THE "SPECTRUM" ARTICLE ON INTERCON'73 IS INCORRECT, due to editorial contraction of the text submitted to the Spectrum staff. C-SIT MEMBERS SHOULD MAKE THIS KNOWN BY PERSONAL COMMUNICATION. SEE ATTACHMENT E FOR COMPLETE CORRECTED SUMMARY, as of 3/5/73. The tentative draft of rules of conduct, submitted with the agenda, as amended by striking item 6. The remaining items were accepted as submitted and are shown as Attachment C.

ACTION  
(Nagel)  
(All)

Dr. Barrow specifically invited contributed papers from the IEEE/TAB Environmental Quality Committee (EQC). Mr. Nagel agreed to solicit them. Dr. Beam noted that the EAB 'Soundings' cassette on Environmental Issues is available for scheduling if sufficient papers are not offered. The Chairman emphasized the importance to all members of C-SIT of using verbal communication to make known the presence of the Open Forum and to invite contributed papers. Detailed arrangements were referred to a subcommittee chaired by Dr. Benjamin which met immediately on adjournment of this C-SIT meeting. (See Attachments D and E).

4.3 Film Theatre: Organizer: J. M. Benjamin.

Dr. Benjamin reported that negotiations with Mr. Tarasov, who had charge of the INTERCON Film Theatre in the Coliseum, had broken down, following a preview of the film "MacDonald" which C-SIT wished to include in the film program. Mr. Tarasov expressed "personal interest" in the film and then retreated to the position that it should not be shown without time for subsequent discussion--which was not available--and that it was not relevant to the theme of the Twenty-Fifth Anniversary of the Transistor. Hence, the request of C-SIT was declined--once again. Mr. Werntz enquired into the criteria for acceptance of films at INTERCON; no further information was available. Dr. Benjamin was requested to continue to offer films to Mr. Tarasov in an effort to include some socio-logically significant information in the fare purveyed to the film audiences.

ACTION  
(Benjamin)

4.4 Reviews of INTERCON Sessions

Plans were formulated to review the regular technical sessions of INTERCON'73 with regard to their social implications. Reviews could be published in the C-SIT Newsletter, summarized in a letter to Spectrum and sent to the program chairman of INTERCON'74. The following reviewers accepted assignment:

ACTION  
(Robbi)

- (Robbi) - Session 3, Precision Marketing/Can Computers Help? (Robbi to identify reviewer).
- Robbi - Session B, Limits to Growth
- Beam - " 4, Computers in Public Systems,
- Beam - " 11, The Evolution of Large Government Computing Systems.
- Fey - " 29, The Philosophy and Methodology of Technological Forecasting
- Fey - " 37, Technology Assessment and Applications
- Nagel - Session A, Energy Crisis
- (Nagel) - " 38, Environmental Electroacoustics (Nagel to invite Chas Rader or Edith Corliss as reviewer)
- Pessah - " 42 Cybernetics & Man-Machine Systems
- (Pessah) - " 49, The Role of Communications in the Development of Nations (Pessah to identify reviewer)

ACTION  
(Nagel)

ACTION  
(Pessah)

- Unger - Play, Barbara's Polar Bears
- (Unger) - Session 32, Interactive CATV (Unger to invite Balabanian as reviewer).
- Others - Any session that appears from the advance program to have sociological implications.

5. Future Major IEEE Meetings

Dr. Barrow referred to a 1/24/73 memo from Dr. Emberson to G/S Presidents, etc. entitled 'Concurrent Vertical & Horizontal Technical Conferences', attaching a report and proposal from the "Interconvention Committee". See Attachment F for further details, including a definition of the Interconvention Committee. Dr. Barrow suggested consideration of jointly sponsored (by C-SIT and EQC) full-day parallel symposia at WESCON, IEECE, NEREM, etc. The Chairman of EQC, Mr. Manheimer, had responded affirmatively to the suggestion. Mr. Nagel, EQC representative to C-SIT, acknowledged interest. Concerning the functions of the two committees, it was pointed out that the overlap of interest is only partial, that EQC coordinates G/S activities while C-SIT is Institute-wide and that EQC might contribute 'how-to-to-it' while C-SIT would contribute 'why-to-do-it' and 'human implications'. Drs. Beam and Emberson predicted that Groups/Societies would not be formally interested in such symposia, although individual members of G/S might well be identified as participants.

ACTION  
(Benjamin)  
(Nagel)  
(Stoller)  
(A.1)

It was decided to plan for participation in NEREM'73 which is already operating on the style described. Dr. Benjamin's Working Group was charged to recommend topics, in collaboration with Mr. Nagel and Mr. Stoller. Suggestions should be sent to Mr. Nagel or Dr. Benjamin by March 22. [N.B. EQC meets on 3/30/73 in the Americana.] Mr. Nagel proposed: "Economics of Environmental Control". Responses to Dr. Higinbotham's questionnaire should be searched, see minute 6.2.

Mr. Werntz suggested a workshop discussion at NEREM'73 on the criteria for awarding the Harry Diamond Award and the social significance of the work of the recipients. This award will be presented at NEREM'73.

6. Surveys and Questionnaires

6.1 Curricula

In the unexpected absence of Mr. Stillinger, no report was received.

6.2 Areas of Interest

Dr. Higinbotham had reported to the Secretary that

25 replies had been received, showing a "flat response" with regard to both areas and degree of interest, i.e., each area scored first priority of interest with at least one respondent. In no case were suggested areas judged "inappropriate". The implication appears to be that C-SIT should pursue all areas and that person-power for task forces is available. Wider dissemination of the questionnaire is being achieved in the February issue of 'Electrical Engineering'.

### 6.3 IEEE Activists

Mr. Stoller and the Secretary reported that the slightly revised questionnaire was being issued with the February '73 'Electrical Engineering'.

## 7. Newsletter

Mr. Pessah reported that the final approved and amended manuscript for the second issue had been returned to the TAB Office for printing and distribution. General displeasure was expressed at the time delays involved in circulating manuscript for review, collecting reviewed versions, transmitting them to the editor, returning the final revised manuscript to the TAB Office, and transmitting it to the printer. [N.B. Each participant in the chain claims reasonably prompt processing having regard to the burden of other claims on his or her attention. - PDE]

The experience of the first issue of the C-SIT Newsletter left much to be desired. Some members of C-SIT reported not receiving copies; there were numerous errors of fact or typography; distribution was not clearly determined in advance.

The second issue was ordered to be sent first class to the 650 signers of the petition, the C-SIT roster, G/S Presidents and the IEEE Board of Directors, in order to reach them before INTERCON. Third class mailing will be used for other recipients, namely, the 'EE' list and the Technical Interest Profile list. Certain items from the first issue as selected by the editor will be reprinted.

## 8. Project-Oriented Activities

Dr. Barrow emphasized the necessity of commencing activities by small task teams to generate documents suitable for the non-engineer in a policy-making public office; e.g., a document to a city councilman explaining the technical options, constraints and cost/impact/benefit ratios for CATV or consumer electronic products. He noted that the IEEE Groups/Societies do an excellent job in high technology but that they are mainly controlled by members who see no rewards and get no expense reimbursement for addressing immediately practical matters. Good drafts of documents

2/17/73

could be channelled through the IEEE Standards Committee for approval, if possible, but this was not essential.

ACTION  
(All)

Dr. Barrow requested all members of C-SIT who are interested in working on the topics of CATV and Consumer Electronic Products to contact him now.

ACTION  
(Edmonds)

Dr. Fey noted that the White House Office of Science & Technology had generated 'blue book' of 'New Technology Opportunities' from recommendations of numerous consultants. Attempts should be made to get a copy. Mr. Robbi would welcome contact with anyone interested in assisting the Princeton Section in providing advice on technology assessment to the New Jersey State legislature.

9. Liaison to Other IEEE Committees

ACTION  
(Barrow)

Dr. Barrow announced his intention of seeking opportunities and personnel for liaison members from C-SIT to other IEEE Committees.

10. Speakers to C-SIT

ACTION  
(Agenda)

Dr. Barrow and Dr. Beam reiterated proposals that speakers from non-engineering disciplines be invited to address the Committee before its business meeting. This procedure will be taken up for the May 73 meeting.

11. Transition to 1973 Operations and Next Meeting

The next meeting will be held on Friday, March 30, 1973 in the Monte Carlo Room, Americana Hotel, at 9:30 a.m. to noon. This will be an open meeting for all interested IEEE members. It is anticipated that additional working groups or topical subcommittees will be identified and constituted at that time.

12. Adjournment

The Chairman adjourned the meeting at 3:30 p.m. The subcommittee on arrangements for the INTERCON'73 Open Forum then convened (See Attachment D).

Peter D. Edmonds  
Staff Secretary

PDE:gd

Attachment A: Roster of C-SIT  
 B: Memo - D.G. Fink to C. Killen and B.B. Barrow d/d 1/22/73  
 C: Open Forum, Rules of Conduct  
 D: Notes on INTERCON sub-committee meeting 2/17/73  
 E: Revised arrangements for Open Forum as of 3/5/73  
 F: R.M. Emberson's memo d/d 1/24/73 - Concurrent Vertical and Horizontal Technical Conferences, with attached report.

Distribution: C-SIT Members  
IEEE Executive Committee  
IEEE Staff Directors  
D. Christiansen  
J. Andover

Issued: March 13, 1973



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345 EAST 47TH STREET, NEW YORK, N.Y. 10017 AREA CODE 212 752-6800

MEMORANDUM

To Messrs. Bruce Barrow and Carroll Killen

Date Jan. 22, 1973

From Donald G. Fink, Executive Director

Subject Arrangements for CSIT Program

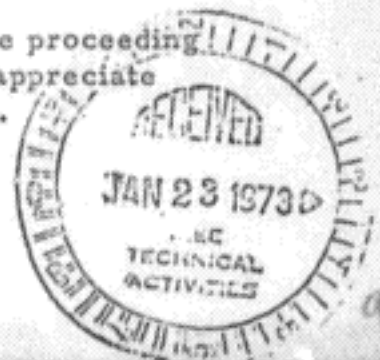
Dear Bruce and Carroll:

This will summarize the arrangements we have mutually agreed upon to handle the meetings of the TAB Ad Hoc Committee on the Social Implications of Technology (CSIT) during the week of INTERCON:

1. The CSIT meetings will be held in the Americana Hotel. The CSIT meeting room will be on the fifth floor, unless accommodations cannot be arranged, and in that case on the fourth floor.
2. A sign-up desk for CSIT meeting registrants will be provided in the TAB staff office in the Americana. No sign-up desk will be set up in any corridor.
3. A standard public address system will be installed in the CSIT meeting room.
4. Notice of the CSIT meeting will be published in the March issue of SPEGRUM.
5. A limited number of signs announcing the CSIT program will be set up at appropriate places. This privilege will be reserved exclusively for the CSIT meeting and will not be extended to any other organization or IEEE unit.

The staff people concerned (Edmonds and Schumacher) are proceeding with arrangements in accordance with the above. I much appreciate the cooperation of you both in reaching this understanding.

DGF:pm  
cc: J. K. Dillard, P. Edmonds THIS COPY FOR  
R. M. Emberson, D. Larson, H. Schumacher



C-SIT MEMBERSHIP ROSTER

Dr. Bruce B. Barrow (Chairman)  
GTE Laboratories  
40 Sylvan Road  
Waltham, MA 01254  
(617) 890-8460 Ext. 391

Dr. Walter R. Bean  
P.O. Box 172  
Chappaqua, NY 10514  
(914) 235-4627

Dr. J. Malvern Benjamin  
Bionic Instruments  
221 Rock Hill Road  
Bal. Cymyd, PA 19004  
(215) 839-3250

J. E. Casey  
IEEE Headquarters  
345 E 47 Street  
New York, NY 10017  
(212) 752-6800 Ext. 621

Dr. Harold Chestnut  
General Electric Company  
Research & Development Center  
1 River Road  
Schenectady, NY 12305  
(518) 374-2211 Ext. 53191

Ralph L. Clark  
IEEE Washington Office  
Suite 601  
1625 Eye Street, N.W.  
Washington, D.C. 20006  
(202) 785-0017

William E. Cory  
P.O. Drawer 28510  
San Antonio, TX 78284  
(512) 684-5111

Dr. Peter D. Edmonds (Secretary)  
IEEE Headquarters  
345 E 47 Street  
New York, NY 10017  
(212) 752-6800 Ext. 333

Dr. Richard M. Emberson  
IEEE Headquarters  
345 E 47 Street  
New York, NY 10017  
(212) 752-6800 Ext. 535

Dr. Curt F. Fey  
Xerox Corporation  
Xerox Square  
Rochester, NY 14580  
(716) 872-2000

John E. Gaffney, Jr.  
IBM Corporation  
18100 Frederick Pike  
Gaithersburg, MD 20760  
(301) 840-6487

Dr. William A. Higinbotham  
Brookhaven National Laboratory  
Upton, NY 11973  
(516) 345-2908/2123

Einar E. Ingebretsen  
Lockheed Missile and Space Company, Inc.  
1111 Lockheed Way  
Sunnyvale, CA 94088  
(408) 742-0788

Arthur M. Killin  
3916 Edgewater Drive  
Ashtabula, OH 44004  
(216) 963-1458

Victor Klig  
497 Park Avenue  
Leonia, NJ 07737  
(201) 947-6755 (Home)

Frank Kotasek  
104-60 Queens Boulevard - Apt. 17-L  
Forest Hills, NY 11375  
(212) 459-2679 (Home)

Dr. John B. Lewis  
Electrical Engineering Department  
Pennsylvania State University,  
State College, PA 16802  
(814) 865-6452

Lester L. Nagel  
54 Dale Drive  
Summit, NJ 07901  
(212) 264-9639 (Office)

Michael Pessah  
1420 Noble Avenue  
Bronx, NY 10472  
(212) 920-4438 (Office)  
(212) 842-4045 (Home)

Anthony Robbi  
RD #1  
Hopewell, NJ 08525  
(609) 452-2700 Ext. 3218 (Office)

H. M. Sarasohn  
67 Lambert Lane  
New Rochelle, NY 10800  
(914) 636-8339

Bill Stillinger  
1610 First Avenue  
New York, NY 10028  
(212) 734-0685

Paul Stoller  
184 Hallock Road - Apt. 2B1  
Lake Grove, NY 11755  
(516) 588-5933

Lawrence A. Tate  
A. D. Little, Inc.  
Acorn Park  
Cambridge, MA 02140  
(617) 864-5770 Ext. 288

Dr. Stephen Unger  
229 Cambridge Avenue  
Englewood NJ 07631  
(201) 567-5923

Ted Wernitz  
923 Walton Avenue  
Bronx, NY 10452  
(212) 537-2973

Dr. E. A. Wolff  
1021 Cresthaven Drive  
Silver Spring, MD 20903  
(301) 928-2265 (Office)

C-SIT OPEN FORUM FOR CONTRIBUTED PAPERS - Rules of conduct.

1. All speakers must be IEEE members.
2. Speakers must sign the time module reservation sheet and provide all information requested thereon. Disclosure of organizational affiliation shall be at the speaker's option. (name, address, phone, IEEE member no., title of talk)
3. One time module (A) is 15 minutes for presentation of a paper. A speaker shall remain available for discussion in the meeting room for at least one subsequent time module (B) (15 minutes).
4. Continuation of discussion beyond the end of the second time module (B) shall be at the sole discretion of the moderator, who will seek to use time for effective communication among those in attendance and will not arbitrarily limit debate unless a subsequent speaker is scheduled and present.
5. Speakers may be assigned multiple time modules (A) if in the opinion of the moderator, their paper is of sufficient interest to the audience anticipated or present and no other scheduled speaker is present.
6. By participating in this Forum, a speaker agrees to accept these rules and to accept the judgment of the moderator in all matters pertaining to the Forum.
7. The decision of the moderator on all matters not explicitly stated in these rules shall be final.

NOTES ON INTERCON SUB-COMMITTEE MEETING  
February 17, 1973 - 3:30 p.m.

Chairman: J. M. Benjamin

1. A list of speakers to be invited to contribute papers to the Open Forum was compiled. (Benjamin to invite)
2. General publicity by means of a flyer sent to Student Branches in the north east part of the country was requested (Secretary to implement). About 25 copies of the flyer to be supplied to C-SIT members for distribution as desired.
3. Four signs with space for the daily schedule should be prepared. (Secretary to implement.)
4. Revised timing for Open Forum: 9:30 a.m. and 2 p.m., Wednesday and Thursday, open ended through lunch, terminating at 5 p.m.
5. Moderator: Benjamin full time, assisted by:
  - Balabanian - Wednesday a.m.
  - Bernstein - Wednesday p.m.
  - Kanjman and Robbi - Thursday a.m.
  - Unger - Thursday p.m.
6. Facilities Available: Viewgraph + stock of blank frames at TAB Office.
  - 16 mm sound movie projector (Wednesday).
  - 2 x 2 slide projector
  - Sign-up table/bulletin board in TAB Office (Room 501, Americana)(Secretary responsible for requisitioning).

[N.B. Union operators are required by labor agreements with the hotel].

Revised Arrangement for C-SIT Open Forum

(as of 3/5/73)

Date/Location: Wednesday, March 29, Chelsea B Room  
Thursday, March 29, Chelsea A Room

Time: 9:30 a.m. and 2 p.m. to 5 p.m.

Sign up: TAB Office, Room 501, fifth floor, or by advance request to Benjamin or Edmonds. Title required; abstract requested.

Publicity: Four placards on easels in public areas of Americana Hotel, plus advance notices in Spectrum (will appear with error), G/S Newsletters, flyers.

Paper Presentation: 15 minute module. Variance at the discretion of the moderator.

Moderators C-SIT members in charge, as appointed by Benjamin.

Literature Moderate amounts may be displayed in Chelsea rooms during Forum. Storage available in TAB Office, Room 501.



345 EAST 47TH STREET, NEW YORK, N.Y. 10017 AREA CODE 212 752-6800

January 24, 1973

To: Group/Society Presidents  
Council Chairmen  
Meetings Committee Chairmen

From: Richard M. Emberson, Secretary TAB

Subject: CONCURRENT VERTICAL AND HORIZONTAL  
TECHNICAL CONFERENCES

The IEEE Interconvention Committee, which is comprised of representatives of IEEE, INTERCON, WESCON, IEECE, and NEREM, and the IEEE Technical Meetings Committee, have studied an approach to technical meetings that may offer advantages to conferences and conference attendees. The approach is to hold concurrently, or in adjacent time slots, vertically structured, high technology meetings, such as normally are conducted by Groups and Societies, and the broad horizontal meeting typified by INTERCON and WESCON. Such a combined conference is, for example, planned by the Systems, Man and Cybernetics Society and NEREM in '73. INTERCON, WESCON, IEECE, and NEREM, have indicated that they are anxious to discuss the possibility of such activities with representatives of interested IEEE conferences. I have enclosed a copy of the Interconvention Committee report which reviews the pros and cons, as seen in the eyes of that Committee. The report also lists the basic characteristics of the interested horizontal conferences and persons to contact.

I would urge you to review this report; bring it to the attention of your conference committees. If you have an interest, you should directly contact the specific conference, as noted in the report. Also, if there is any help that this office can provide, do not hesitate to call (212) 752-6800, X535.

RME/EGN/3cl/ek  
Encl.

CONCURRENT VERTICAL AND HORIZONTAL  
TECHNICAL CONFERENCES

Purpose of Report:

Numerous small autonomous specialized conferences fill real needs and are technically and financially viable. However, in many instances, there will be advantages to specialized conferences in joining with generalized conferences. The purpose of this report is to bring these advantages to the attention of interested parties. Sponsors of specialized conferences are invited to voluntarily join with the generalized conferences when, in their opinion, there is a net advantage in so doing.

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SUMMARY

There is a growing trend in IEEE technical conferences for the large horizontally oriented conferences to focus on more specialized vertically oriented subjects, and the vertically oriented conferences to take on some of the characteristics, such as exhibits, of the horizontal conferences.\* It appears that many advantages could be obtained by holding separate, but coordinated horizontal and vertical conferences at the same time and in the same location. Attendees could then obtain the benefits of both types of conferences. The joint effort will offer the specialized conference the opportunity to communicate its ideas to non-specialists through tutorial and educational sessions at the generalized conference. The attendees of the generalized conference will benefit from the greater depth of the technical program in the field of the speciality. The attendees should save money and the sponsors should earn more because the joint conference activity should be less costly than separate activities and because the combined feature should attract a greater number of attendees. With proper organization no loss of identity of any of the participating conferences should result.

In joining with the generalized conference, a specialized conference would have the opportunity of meeting dates in either the fall or spring and locations at geographical centers of electrical engineering activity in the USA & Canada. In most cases the specialized conference would be unburdened from much of the routine mechanics or local arrangements and other activities, since the horizontal conferences would already have experienced committees and professional staff available to handle these matters.

\* See Page 2 for description of "vertical" and "horizontal" conferences.

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### Introduction

Technical conferences sponsored in whole or in part by the IEEE fall into two classifications:

1. Horizontally oriented or generalized conferences with exhibits.
2. Vertically oriented or specialized conferences which most frequently do not have exhibits, though there are a significant number of exceptions.

Conferences typical of the first category are IEEE INTERCON and WESCON; and conferences typical of the second category are International Solid State Circuits Conference and International Symposium on Circuit Theory.

Presently, there is considerable movement toward the center. The horizontal conferences are incorporating an increasing number of specialized seminars or sub-conferences on specialized subjects. Examples of this are the 1971 NEREM and 1972 NEC Programs. Vertical conferences are in some cases trying to broaden their roles and in other cases are incorporating exhibits into their meetings.

There is a promising "next step" to this trend; and that is to conduct one or more specialized meetings concurrently, in the same location, with a major horizontal meeting. This has happened in the past and is planned for the future, e.g. Systems, Man and Cybernetics with NEREM in 1973. The advantages seem to far out-weigh the disadvantages in many cases. Factors which may apply, depending on the specific conferences, are discussed below.

1. More for the Attendee

The attendee of the specialized conference will have available the additional technical programs of the generalized conference. He will have available related activities commonly found in a horizontal conference such as non-technical or semi-technical

sessions, personal development and marketing programs, banquets, special tours, and ladies' activities. He will also have a broader range of exhibits and technical demonstrations available to him. Motivational studies made at one of the larger conferences indicate that the exhibits may offer a far greater incentive to attendance at a conference than is commonly thought.

For the individual who normally attends the generalized conference, the specialized conference offers the opportunity for obtaining a greater depth in a specialized technical area that may be important to his work.

In most cases, the generalized conference will offer the attendee of the specialized conference a special low cost registration.

2. Increased Attendance

An increase in attendance at both the specialized and the generalized conferences can be expected for the reasons cited above. Persons who cannot justify attendance at either of the conferences separately, may obtain sufficient justification to attend the package.

3. Increased Promotion

The specialized conference will obtain increased exposure through the publicity and news releases of the generalized conference. The generalized conference will receive similar promotion through the publicity channels of the specialized conference.

4. Simplified Arrangements

The generalized conference will have available a professional staff and a volunteer committee who handle all matters of hotels,

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meetings facilities, registrations, etc. Most of these people have been performing these tasks for a number of years and are highly experienced. When the specialized conference shares facilities, these activities can be planned and carried out on a joint basis with a considerable reduction to the effort required of the specialized conference.

5. Lower Costs

Lower costs result from the sharing of facilities and the procurement of facilities and services such as meeting rooms, audio-visual equipment, publications material, registration material and services, and exhibitors services on a volume basis.\* In many instances, the experience of the personnel of the generalized conferences can result in savings through the know how of what to buy when, and how to deal with the local vendors. The savings here can be substantial. These savings together with attendance increases can lead to lower fees for attendees and greater financial return for the sponsors.

6. Need

All of the major generalized conferences have experienced a factor of two decreases in size over the past three years. Many of the specialized conferences have decreased in size also. The concurrent activities would provide a broader base of support. Also, because of the size decreases, present facilities and services are not used to capacity and could readily support the combined activities.

Some of the possible disadvantages are outlined below.

1. Loss of Autonomy

A small conference holding a concurrent meeting with a larger

\* These cost savings would not generally apply to the smallest specialized conferences where most services, materials, and facilities are obtained on a voluntary or donated basis.

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conference may lose its autonomy or its identity. This would be the case if the smaller conference were literally enveloped in the larger conference. However, it does not seem necessary for this to occur at all. The smaller conference should retain its name and subject to coordination with the larger conference, its program should be under its control. The smaller conference should use its name in its own publications and promotions. This would simply indicate that it was being conducted concurrently with the larger meeting and that attendees would have the benefit of both meetings. The larger meeting would similarly indicate in its promotions that the smaller was running concurrently.

The smaller meeting could, as practical, have its own space in the meeting-exhibits facility, it could operate its own registration, finances, and publications except where such services could be handled better by joint effort. The smaller and the larger conferences must agree in advance to the appropriate working relations.

## 2. Loss of Flexibility in Location

Since co-location is a fundamental part of the concept, there would naturally be some loss of flexibility. Many of the specialized conferences move around the country as a matter of course. Those that join with a major IEEE conference would have a choice of INTERCON in New York, WESCON in Los Angeles and San Francisco, IEECE in Toronto, and NEREM in Boston. The specialized conference could move among these generalized conferences from year to year and offer its members a change of location and a large variety of technical experiences.

3. Loss of Date Flexibility

The concurrent timing of the conferences naturally also require a loss of flexibility in timing. Here again, through selection of the appropriate major conference, the loss may not be serious. The choice would be among INTERCON in March, WESCON in September, NEREM in November, and in odd numbered years, IEECE in October.

The details of the working arrangement between the concurrent conferences must be agreed to in advance. Some of the subjects of agreement are summarized below.

1. Timing

The conferences may be held in adjacent time slots, concurrently, or in adjacent time slots with overlap. Examples are: Adjacent Time Slots - conference 1, Monday, Tuesday, and Wednesday, conference 2, Thursday and Friday of the same week; Concurrent Time Slots - conference 1 Monday, Tuesday, and Wednesday and conference 2, Monday and Tuesday of the same week. Adjacent Time Slots with overlap, conference 1, Monday, Tuesday, and Wednesday and conference 2, Wednesday and Thursday of the same week.

2. Facilities

For maximum convenience to the attendee, it is desirable that the two conferences share the same facilities. Naturally, in such cases, the activities of the two conferences must be coordinated to assure adequacy of facilities and to prevent timing conflicts. Where adequate space is not available for two concurrent conferences in the same facilities, then they can occupy conveniently

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located separate facilities such as an exhibition hall and a near-by hotel.

### 3. Local Arrangements

This covers all aspects of dealing with the conference hotels and exhibit halls, vendors of audio-visual materials, drayage, signs, registration and guard services, shipping and materials handling services, local convention bureaus, etc. Generalized conferences will have in place a committee with experienced volunteers and professional staff who regularly handle these matters each year. When the conferences are co-located, the regular committee may be able to handle all aspects of local arrangements with little extra burden. The specialized conference may only need a working representative on the committee to make sure that its needs are met. Considerable potential exists for substantial savings in the procurement of vendor supplies and services through blanket contracts. Even when the two conferences are in separate locations, there will be considerable opportunity for common effort and consequent savings.

### 4. Technical Program

Each conference will normally develop and be responsible for its own technical program. The generalized conference will as a rule have a greater flexibility in its program content. The generalized conference may plan its program to compliment that of the specialized conference. The result will be that the two programs considered together will offer a more comprehensive coverage of the technical field of the specialized conference and will offer more to attendees.

The coordinated technical programs also offer an outstanding opportunity for the specialized conference to communicate with

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engineers and technical personnel outside of its technical specialty, or on the fringes of it. This can be done through tutorial sessions sponsored and organized by the specialized conference and included as a part of the program of either the generalized or the specialized conference.

The coordinated program concept offers specialized conferences the unique opportunity to dispell an image present in some fields, that the experts only talk to themselves.

In order to assure that the above advantages are gained, it is desirable for each of the participating technical conferences to have a program committee representative on the program committee of the other conference.

#### 5. Exhibits

When the specialized conference does not regularly have exhibits, the interaction relative to exhibits would normally be small. However, it is appropriate that the specialized conference recommend to the generalized conference the names of candidate exhibitors in its field. These exhibitors would then be contacted by the horizontal conference to seek their participation. This would offer added attraction to potential attendees of the specialized conference and would undoubtedly increase its attendance.

For specialized conferences that do normally have exhibits, it is necessary to integrate the exhibits management with the generalized conference. The horizontal conference will normally have in place a committee and paid staff that handle all aspects of promotion, selling, arrangements, shipping, displays, special power requirements, set up and take down, guards, contracts with vendors of services, and dealings with union matters.

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6. Publications

Normally each conference will handle all aspects of producing, financing, and distributing its publications. Some coordination may be desirable to establish a commonality of format to provide a more unified image for the two conferences. The generalized conference may be able to offer services to the specialized in printing and distributing the material. A common printing contract may result in lower costs because of the increase in volume.

7. Financial Arrangements

Naturally, all financial matters must be agreed to in advance. Normally, each conference will keep its own set of books, maintain responsibility for its own expenses, and generate its own income. In cases where there is common activity in generating income, such as exhibits, and in generating expense such as in local arrangements, suitable formulas must be developed for apportionment of income, expenditures, and fiscal responsibilities.

CHARACTERISTICS OF MAJOR IEEE SPONSORED HORIZONTAL CONFERENCES

Listed on the following pages are key features of the major IEEE sponsored horizontal conferences which are held in the United States and Canada. Each of these conferences has agreed to give special consideration to the specialized conferences who request participation at the same time and location. Names of persons to contact are indicated on the attached sheets.

Edward G. Nielsen  
15 December 1972  
IEEE Interconvention Committee

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INTERCON - IEEE INTERNATIONAL CONVENTION AND EXPOSITION

LOCATION: New York Coliseum  
Americana Hotel - New York

DATES: 1973 -- March 26-30  
1974 - April 9-12

SPONSOR: IEEE

DESCRIPTION:

INTERCON is the International Convention of the Institute of Electrical and Electronics Engineers. Its purpose is to provide the annual meeting place for the entire Institute, where groups, societies and committees of the Institute may gather for their annual meetings. It provides a broad program of sessions on technical, business and social subjects which are pertinent to the operation of the society. It further provides companies an opportunity to display their products and services to the members of the society as well as others employed in the industry and using the products of the industry. Approximately 25,000 registered for the 1972 INTERCON. Over 30,000 are predicted for 1973.

TECHNICAL PROGRAM:

The Program is divided into three basic parts. First, it includes tutorial and theoretical sessions on current subjects. Secondly, it includes applications sessions of a practical nature, particularly updating on recent new methods and processes. Thirdly, it provides a limited number of sessions which are management-related. A Film Theater is also presented throughout the conference days, generally in the exhibition area.

FACILITIES:

Exhibits are held in the New York Coliseum, which has four floors available. In 1973, only two of the four floors are being used for exhibits, but all four are available if needed, and can accommodate up to 1,200 10-foot booth units.

The 1973 INTERCON sessions will be held in the Americana Hotel, which has adequate space for six concurrent sessions plus many smaller committee meetings. It is approximately eight blocks from the Coliseum.

AVAILABLE DAYS OF THE WEEK:

In 1973, INTERCON sessions will begin on Monday afternoon and the last through Friday morning. There will be 56 sessions in all. Exhibits will be open four days, Tuesday through Friday, from 10 a.m. to 6 p.m., except for the last afternoon, when exhibits will close at 3 p.m.

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#### LOCAL SUPPORT:

Since INTERCON is the international meeting of the Institute, it is operated by a Conference Board enlisted from all parts of the Continental United States. The Conference Board, appointed by the IEEE Board of Directors, consists of six members, each of whom serves three years. Two new members are appointed each as two retire. However, basic committees are headed and manned by local members of the Institute for the most part.

#### STAFF:

A permanent staff is maintained at the IEEE Headquarters for the purpose of operating the entire event, with management support provided by members of the WESCON staff. The staff reports to the IEEE Conference Board.

#### CONTACTS:

Staff: Don Larson, Manager  
Howard Schumacher, Meetings Manager  
Joseph Doblmeier, Exposition Manager  
c/o IEEE Convention Department  
345 East 47th Street  
New York, New York 10017

Board: Walter E. Peterson, Chairman  
c/o American Digital Corporation  
Automation Dev. Company Div.  
9905 W. Jefferson Boulevard  
Culver City, California 90230

# International Electrical, Electronics Conference and Exposition

Sponsored by the Canadian Region of the Institute of Electrical and Electronics Engineers  
1450 Don Mills Road, Don Mills 404, Ontario Telephone (416) 445-7280



## IEECE - INTERNATIONAL ELECTRICAL AND ELECTRONICS CONFERENCE AND EXPOSITION

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### Location

At the Automotive Building, Canadian National Exhibition,  
Toronto, Ontario, Canada

### Dates

Held biennially; Monday to Wednesday: October 1, 2 and 3, 1973  
September 29, 30 and October 1, 1975  
September 26, 27 and 28, 1977

### Sponsored

By the Canadian Region of the IEEE

### Permanent Conference Office

1450 Don Mills Rd., Don Mills 404, Ontario  
Telephone: (416) 445-7280

### Description

Progress in electronic techniques and equipment is comprehensively discussed and displayed in Toronto once every two years under the sponsorship of the Canadian Region of the Institute of Electrical and Electronics Engineers. The event has earned an outstanding reputation and since 1967 has assumed full stature as the International Electronics Conference and Exposition.

It will bring together more than 12,000 scientists, engineers, technicians and armed service personnel, many of them from overseas, to a balanced combination of an excellent technical program and a broadly based exhibition of important and new technical products.

### Technical Program

Up-to-date and topical information is presented by 120 technical papers, which are grouped into 30 sessions, 5 of which run concurrently. Seminars and technical films and a demonstration production line round out the technical features.

October 1, 2, and 3, 1973  
Automotive Building, Exhibition Park, Toronto, Canada  
Canada's Largest Scientific Conference and Exposition

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### Technical Program - Cont'd.

A Digest of the technical papers is made available at the conference, with the dual purpose of providing direction, and to give a semipermanent record of equations, graphs and other material presented by the lecturers.

### Facilities

The site, at the Automotive Building is ten minutes from downtown Metropolitan Toronto, Canada's major industrial centre and the core of Canadian national communications. The site is linked by expressways with Toronto International Airport and the trucking routes.

The technical program and the exhibits are under one roof. Conference-goers will move by escalator directly from the 120,000 square foot exhibition floor to scientific sessions on the mezzanine above. The show floor will feature such demonstrations as a full-scale electronic production line in actual operation -- a valid presentation of the commercial state of the art in the 1970's. Exhibitors will find every facility necessary to accommodate, service, power and highlight their exhibit space. Large loading bays and facilities will assist in moving exhibit and equipment quickly, on and off the show floor. Electrical services, furniture rental, telephone, photographic, display and design services are expertly staffed by specialists in trade show and exhibition requirements.

### Hotel Headquarters

During conference: Four Seasons Sheraton Hotel  
123 Queen Street W.  
Toronto  
(416) 361-1000

### Statistics

Expected for 1973: Attendance 12,000  
Technical papers 120  
Floor space 120,000 ft<sup>2</sup>  
400 exhibitors

### For Further Information, contact

W. A. Mallatratt, Conference General Manager,  
1450 Don Mills Rd., Don Mills 404, Ontario  
Telex: Spothmag, Toronto, 06-966612

Dr. R. de Buda, Chairman of the Executive Committee  
c/o Canadian General Electric Co. Ltd.  
1420 Dupont Street, Toronto 172, Ontario

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NEREM - NORTHEAST ELECTRONICS RESEARCH AND ENGINEERING MEETING

LOCATION: John V. Hynes, Civic Auditorium and adjoining Sheraton  
Boston Hotel - Boston, Massachusetts

DATES: 1973 November 6-8  
1974 October 29 - November 1  
1975 October 28-31

SPONSOR: Boston Section of IEEE and 8 technical participating sections  
in the Northeast.

DESCRIPTION:

NEREM is a broadly based scientific, educational, and technical meeting. Its purpose is to provide a forum where scientists and engineers can participate in an outstanding technical program and to provide a means for the electronics industry to exhibit important technical products. The tone of NEREM is that of an educational and technical meeting rather than a trade show.

TECHNICAL PROGRAM:

The principal focus of NEREM is its Technical Program, which typically includes 24 technical sessions on a broad variety of engineering and scientific subjects. Excellence of program material is a chief objective in the selection of the technical program and technical papers. In recent years, the program has included vertically oriented seminars and conferences on such subjects as pollution measurement and control, solid state devices and circuits, transportation, and computer applications.

NEREM has an additional Technical Applications Program of approximately 10 sessions which is oriented toward the practical engineer. It sponsors a Technical Film Theater and encourages exhibitors to organize high quality technical seminars in their field of speciality.

**FACILITIES:**

The meeting is held in the recently completed John V. Hynes Civic Auditorium and the adjoining Sheraton Boston Hotel. These facilities are located in the heart of Boston. They are within fifteen minutes of Boston's Logan Airport and adjacent to an exit of the Massachusetts Turnpike. Technical sessions are held in the conference rooms of the Sheraton Boston Hotel and Technical Application sessions are held in meeting rooms in the auditorium. Considerable additional meeting space for large groups is available in the grand ballroom of the hotel and in the theater section of the auditorium. Through the use of these facilities, as well as other space not presently in use, the facilities could accommodate a meeting approximately twice the size of NEREM. In recent years, NEREM has averaged approximately 15,000 attendees.

**AVAILABLE DAYS OF THE WEEK:**

Through 1973, NEREM will take place on Wednesday, Thursday, and Friday of the week. In 1974, it is planned that NEREM will extend from Tuesday through the end of the week. The facilities could be fully available to other conferences on Monday and overlapping sessions could be planned on Tuesday through Friday.

**LOCAL SUPPORT:**

Local support in technical programs can be obtained from the following IEEE Chapters: AE, AP, Com., C, CS, E, EMC, ED, EM, EMB, GE, IECI, IA, IT, IM, M, MTT, NS, PHP, PE, R, SU, and SMC. These Chapters are located in the Boston Section and the Technical Participating Sections of Berkshire, Connecticut, Maine, New Hampshire, Providence, Springfield, Vermont, and Worcester County.

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Also available are the institutions of higher learning including MIT, Harvard, TUPTS, Northeastern University, Boston College and others.

Since Boston is a technically active area there are unusual opportunities to arrange in-plant visits and demonstrations in almost every phase of advanced technology and engineering science. As evidenced by the local Chapter listing, there is a built-in audience as well:

Assistance may be obtained through the permanent staff of the Boston office of the IEEE and from such support services as public relations, business management, and exhibitor services, normally contracted for by NEREM.

CONTACTS:

Mr. Ernest Witschi, IEEE Boston Office  
31 Channing Street  
Newton, Mass. 02158  
(617) 527-5151

Dr. Edmund U. Cohler, Chairman 1973 Board of Directors  
Computer Signal Processing, Inc.  
209 Middlesex Turnpike  
Burlington, Massachusetts 01803

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WESCON - Western Electronic Show and Convention

LOCATION: Even-numbered years - Los Angeles Convention Center  
Odd-numbered years - Brooks Hall and Civic Auditorium (San Francisco)

DATES: 1973 - September 11-14  
1974 - September 17-20

SPONSORS: Los Angeles Council and San Francisco Section, Representing the Sixth Region of IEEE and WEA

DESCRIPTION:

WESCON is a general electronics conference and exposition covering all major portions of the electronics industry. It attracts approximately 5,000 IEEE members and 25,000 from industry, with approximately 80% from California. The meetings and exhibits are industrially-oriented to the specific areas in which they are held, with features which apply directly to the major activities of San Francisco and Los Angeles area industries.

TECHNICAL PROGRAM:

The Technical Program has been re-named the Professional Program to more closely describe its content. It is almost equally divided between sessions on applications and business/sales subjects. A complete record of almost all sessions is printed in advance and available for purchase by session during the meeting and in bound volumes after the meeting.

FACILITIES:

In Los Angeles, the new Convention Center accommodates the entire WESCON including exhibits (213,000 gross square feet available), sessions, committee meetings and social functions. Hotels in the nearby area are available for sleeping rooms, entertainment suites, and committee meetings which are overflow from the Convention Center facility. The Hilton hotel is five blocks from the Convention Center and contains 1,400 sleeping rooms.

In San Francisco, the exhibits are held in Brooks Hall, with 100,000 gross square feet of space. Sessions are held in the adjoining Civic Auditorium which contains four large meeting rooms (400 to 600 capacity) and ten other meeting rooms of smaller size. The major hotel is the San Francisco Hilton, about twelve blocks away, with 2,000 rooms. Four other first class hotels are in the immediate vicinity of the auditorium.

AVAILABLE DAYS OF THE WEEK:

Traditionally, WESCON is held Tuesday through Friday, with all activities limited to those four days.

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**LOCAL SUPPORT:**

The WESCON Board is made up of four members from the Los Angeles area and four members from the San Francisco area. Four are appointed by WESA and four by the IEEE (Los Angeles Council and San Francisco Section). The other four are appointed by the WESA Board of Directors. The four board members from the host area plus the General Manager serve as the operating Executive Committee each year and the remaining four members serve as a long range planning committee. WESCON Board members serve four-year terms with two retiring and two appointed each year.

WESCON has a business office in Los Angeles with a seven-member staff. It includes a complete printing and mailing shop (which also provides printing and mailing services to the local sponsoring organizations at cost).

**CONTACTS:**

All contacts should be made through the WESCON Business Office at the following address:

Room 1920  
3600 Wilshire Blvd.  
Los Angeles, California 90010

Persons who may be contacted are as follows:

Charles M. Edwards, Chairman of the Board (1972)  
J. Rudy Hummel, Chairman of the Executive Committee (1972)  
Don Larson, General Manager  
Ted Shields, Assistant General Manager



THE INSTITUTE OF  
ELECTRICAL AND  
ELECTRONICS  
ENGINEERS, INC.

345 EAST 47TH STREET, NEW YORK, N.Y. 10017 AREA CODE 212 752-8800

COMMITTEE ON SOCIAL IMPLICATIONS OF TECHNOLOGY

MEETING NOTICE

The next meeting of C-SIT will be held on:

at the Saturday, February 17, 1973 - 9:30 a.m.  
Americana Hotel  
St. James Room A - fifth floor  
Seventh Avenue and 52 Street, New York

To be assured of lunch, please advise Peter Edmonds by Thursday noon, February 15, if you will attend. (212) 752-6800 - Ext. 333.

AGENDA

1. Introductions
2. Minutes of meeting on 1/8/73
3. Items for the agenda
4. Arrangements for INTERCON'73 activities (Benjamin/Edmonds);-see attached text (a)
  - 4.1 Reviewing technical sessions (Robbi)
5. Future major meetings
6. Surveys
  - 5.1 Curricula (Stillinger)
  - 5.2 Subject Areas (Higinbotham)
  - 5.3 IEEE Activists (Stoller)
7. Project-oriented Activities, e.g., Consumer Electronics - see attached text (b)
8. Transition to 1973 Operations.
9. Liaison to Other Committees
10. Outside Speakers at C-SIT Meetings
11. Next Meeting
12. Adjournment.

ATTACHMENT (a) Tentative draft of rules of conduct for Open Forum, at INTERCON'73  
" (b) Consumer electronics activity

2/7/73

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D R A F T (Tentative)

C-SIT OPEN FORUM FOR CONTRIBUTED PAPERS - Rules of conduct.

1. All speakers must be IEEE members.
  2. Speakers must sign the time module reservation sheet and provide all information requested thereon. Disclosure of organizational affiliation shall be at the speaker's option. (name, address, phone, IEEE member no.)  
? ?
  3. One time module (A) is 15 minutes for presentation of a paper. A speaker shall remain available for discussion in the meeting room for at least one subsequent time module (B) 15 minutes).
  4. Continuation of discussion beyond the end of the second time module (B) shall be at the sole discretion of the moderator, who will seek to use time for effective communication among those in attendance and will not arbitrarily limit debate unless a subsequent speaker is scheduled and present.
  5. Speakers may be assigned multiple time modules (A) if in the opinion of the moderator, their paper is of sufficient interest to the audience anticipated or present and no other scheduled speaker is present.
  6. Intemperate behavior in the sole judgement of the moderator, shall be sufficient cause for warning the speaker or member of the audience to desist. Any subsequent intemperate behavior by the same person shall be sufficient cause for requesting that person to leave the forum. Refusal to conform to such request from the moderator shall be sufficient cause for summary ejection by means that the moderator shall determine.
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7. By participating in this Forum, a speaker agrees to accept these rules and to accept the judgment of the moderator in all matters pertaining to the Forum.
8. The decision of the moderator on all matters not explicitly stated in these rules shall be final.

2/7/73

View-graph ?  
Slide-projector ?

Problems of the Consumer - Manufacturer Interface

A conference on the above topic took place in the Spring, 1972, under sponsorship of the National Academy of Engineering with funding from NSF. Subsequent meetings of representatives (E.A. Wolff for IEEE) produced the conclusion that societies could contribute to providing the consumer with much needed information. The Engineers Joint Council in consultation with NAE is preparing a proposal to NSF to fund activities on specific projects. The opportunity exists during the first two months of 1973 to offer specific projects concerning electrical and electronic products for inclusion in the EJC proposal.

An example of a project (proposed by the Society of Automotive Engineers) is the preparation and publication of a code for the performance characteristics of gasoline, analogous to the present SAE code for lubricating oils (SAE 10W/30, etc.). With sufficient persuasion and/or enforcement, all gasoline pumps could be labelled with the coded information thus providing the consumer with more reliable information on the product at the time of purchase. As a guideline to the selection of projects, we might consider, if there are cases where information currently being disseminated is probably designed to confuse the customer rather than to assist him in making an informed choice.

PDE:gd

12/22/72

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