

SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY

ADCOM MEETING MAY 11, 1991

NAME	AFFILIATION	PHONE
Malvern Benjamin	SSIT Secy.	215/438-9729W
Bob Brook	EMC/S; SSIT V.P.	516/593-3136W 516/938-3991H
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Ron Kline	Cornell Univ.	607/257-3189H 607/259-4307W
Keith Raney	Can. Ctr. RemoteSneg.	FAX 607/254-4565 613/993-4475W 613/993-5021
Christine Specter	Fla. Intl. Univ.	305/255-2841H 305/348-2791W
Toni Robbi	N.J.I.T.	FAX 305/255-7270 201/596-3503W
Stephen Unger	Columbia U.	609/466-0119H 914/353-5375

3) APPROVAL OF MINUTES

A rough draft of the minutes of the previous meeting as taken by Bob Brook in the absence of the Secretary were distributed by Brook for comment. Comments were duly noted and the minutes, in corrected form, will be edited by Brook and distributed. Many thanks to Bob for his real help on these several occasions. It is much appreciated by the Secretary (?).

4) PRESIDENT'S REPORT

The current ADCOM list was circulated for corrections in the (perhaps vain) hope that it can be brought up to date for inclusion in T&S.

Pres. Kline has appointed Cindy Anderson of the CA Bay Area SSIT group to be Div VI Representative to ADCOM. This was greeted with unanimous and enthusiastic endorsement. Welcome Cindy!

Jack Jatlow, former Div VI Rep. will remain on ADCOM in his other capacity as Standing Committee Chairman of Membership.

6) TREASURER'S REPORT

IN the absence of Treasurer Apter, Kline reported that he and Apter had calculated that the effect of last ADCOM meeting raising of non-member dues to \$64 and member dues to \$15 has put our next year budget in the black.

## PUBLICATIONS

Pres. Kline appointed a 4 member Review Board to review approximately a dozen papers from the Toronto Conference in June that will be first culled by Editor Zelby. Their job will be to rank order them for publication of the top 3 or 4 in T&S. The committee: Benjamin, Kerkert, Robbi and Unger.

Brook suggested after that job is completed, the Review Board go through the papers from the L.A. Conference of 1989. He particularly called attention to the McCoy paper on An Engineering Analysis of the U.S. Monetary system -- an unusually prescient discussion of the now famous S and L crisis. It was felt that this paper might well be reviewed and published while still timely!

Kline suggested an issue on history (Elec. Eng.).

Copies of the Special T&S Disarmament issue of Dec. '90 have been sent to Toronto for sale at the June Conference. Joe will consult with Terri Schiesser on the best way to set the price and the logistics of making sales and collecting Canadian tax, if necessary.

Continuing our ongoing concern about how to increase circulation of T&S among non-SSIT members, Pres. Kline will write members of the Periodicals Council to suggest T&S be sold to any IEEE member, even if he does not belong to SSIT.

Jatlow recommended that the L. A. Conference be available for purchase by college libraries.

SSIT has been asked to endorse the publication by IEEE of a novel about an engineer, written by an engineer. Gardner and Brook will review the book to see if the subject matter is of particular relevance to SSIT and will bring ADCOM a recommendation.

## CONFERENCE REPORT

Specter reported that the L.A. Conference Committee is having its final meeting - a celebration for a job very well done! They are still enthusiastic and indicate that they would not think ill of doing it all over again at some future time (possibly distant). She recommended that since we now have the information showing how financial responsibility for the proceedings was divided, that we should certainly do our share. She then moved, and Benjamin seconded that: we accept 50 copies of the proceedings of the L.A. Conference at a price set by the Conference Committee. Passed unanimously.

Raney recommended that the L. A. Conference in T&S. Robbi, Benjamin and Kerkert to work on an ad for T&S.

The Boston SSIT Chapter is interested in 1993 conference. They would also like a "lessons learned" list from the L.A. Conference people.

The Washington D.C. SSIT Chapter would also like 1993. The ADCOM will need to consider change of the "every two years" rule. These will be considered at the next ADCOM meeting.

Specter contacted Lans Hoffran in Washington, D.C. to explore the possibility of the DC Chapter doing the 1993 conference. His current response was that it would be too much for them. Her next call to Robert Legossi of the Boston Chapter seems more promising. He will bring it up at their next meeting and let her know. Justin Biddle of L.A. will send Boston the final report of their experience. She hoped for deadline for settling on the '93 Conference location is this September. It was suggested that she send a letter to all SSIT Chapters not only to line up '93, but other years as well. It was also noted that though it takes 2 years to prepare a Conference, after '93 we would have them more often if we plan now, and if enthusiasm and backing appears. As part of this letter, Benjamin will send Specter a short history of the Carnahan Conference.

#### 9.1) ETHICS COMMITTEE

Unger attended the IEEE Ethics Committee (EC) meeting, during which Fairman who is on the Society Review Committee asked Steve to write him recommendations on what the EC should be doing. Unger's well thought out recommendations are appended. During the discussion much frustration emerged regarding the long period of dormancy of the EC and a desire on the part of ADCOM to encourage if possible or provide if necessary some genuine action by the EC. An article will be prepared that reviews the past several years activities (sic) of the EC and of the Member Conduct Committee. This article will be suitable for publication in the Institute or Spectrum if it seems appropriate.

#### 9.2 AWARDS COMMITTEE

It was moved by Unger that: \$1000 be sent to Basdekas as his award. The motion passed unanimously.

After presenting Basdekas with a certificate at a Wash. DC meeting, Specter will solicit the SSIT active chapters (Toronto, Boston, Los Angeles, Santa Clara, Wash., D.C., Zurich, Tokyo) for conference proposals for at least the next three conferences. Historically, conferences held at universities has helped keep housing and facility costs fairly low.

Pres. Kline will write to all the Chapters for volunteers for the Awards Committee, from which, it is hoped, will emerge a new Chairman, as well. It was noted that this committee is not location sensitive and thus is a good way for us to expand the venue of ADCOM.

Jatlow proposed an award for an original prize paper published in TIS during a 3 year period. The Publication Committee will examine this idea.

#### 9.3 MEMBERSHIP COMMITTEE

A chairman for Student Activities is needed. Kline will write a volunteer at Purdue who is interested in working with ADCOM. The rest of us will try to cast about for someone.

9.4) NOMINATIONS

Brown, Kline, and Wald's terms will expire at the end of '91. Unger is aware and working on it. A slate is needed in Jan. '92.

9.5) CHAPTERS

See appended report by Gardner.

9.6) PACE

See appended report by Gardner.

9.7) OTHER SOCIETY LIAISONS

See appended report by Gardner.

9.8) Dave Cook died - He ably represented the Nuclear and Plasma Physics Society till he retired a few years ago.

12) TOPICAL DISCUSSION

Newsletters from the "The American Engineer" and "American Engineers for Social REsponsibility" were passed around for study and discussion of how our programs and thinking fit in with these and other similar new organizations. It was recognized that we should have closer contact with these other groups and cooperate as much as possible.

Pres. Kline passed around copies of an ad the IEEE had produced in connection with Desert Storm together with a letter he had written to IEEE authorities protesting the USA bias shown in this ad by our trans-national IEEE. Specter suggested SSIT ask IEEE to produce another ad which represents the interest of the 80% of IEEE engineers who do not work for the military, but are in the civilian sector. Pres. Kline will try to make an appropriate presentation of our point of view at the next TAB meeting.

13) NEXT MEETING DATE

Next meeting will be Sat, Sept. 7 at 330 W. 42 St. The following meeting will be Sat. December 7, same place.

14) ADJOURNMENT

The meeting adjourned at 3:50 p.m.

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INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS  
SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY  
CHAPTERS COMMITTEE

6624 Kirby Court,  
Falls Church, VA  
22043  
May 11, 1991

Dr. Ronald Eline,  
President, SSIT-IEEB,  
School of Electrical Engineering,  
Phillips Hall,  
Cornell University,  
Ithaca, NY  
14850

Subject: Report of the SSIT  
Chapters Committee.

1. I have received the Cindy Peko/Section & Chapter Support letter dated April 8, 1991 to IEBS Society Presidents and IEBS Society Chapter Coordinators. It includes a Spring 1991 Roster of Chapter Chairman a copy of which is attached to this report. To summarize, the Chapters are:  
Central New England Council.  
Northern Virginia/Saltimore/Washington.  
San Francisco/Oakland-East Bay.  
Los Angeles Council.  
Toronto.  
Switzerland.  
Tokyo.
  2. Reports of two of the above Chapters appear in recent past issues of the Technology and Society Magazine. These are:  
"San Francisco Chapter Update", in the Dec. 1990/Jan. 1991 issue.  
"Swiss SSIT Chapter Focuses on Info Technology issues." in the Sept/Oct. 1990 issue.  
"Los Angeles Chapter Plans Session on Privacy, Security at Nov. 1990 WESCON", in the March 1990 issue.  
In addition to the above a proposed article concerning the Tokyo Chapter has been submitted.
  3. Other activities:  
Report: All members are aware of the forthcoming International Conference, "Preparing for a Sustainable Society", June 21 and 22, 1991 in Toronto, which has been described in recent issues of the IES Magazine. Northern Virginia/Baltimore Washington Chapter activities appear in the attached report.
- Respectfully submitted,  
*Vernon E. Gardner*  
Vernon E. Gardner,  
Chairman, Chapters Comm.  
(1703)533-0999

cc:  
Secretary,  
SSIT-IEEB

SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

REGION 1

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SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

REGION 2

BALTIMORE SECTION

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See Northern Virginia

NORTHERN VIRGINIA SECTION

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WASHINGTON SECTION

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JOINT NO.VA/WA/BALT

See Northern Virginia

SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

REGION 6

OAKLAND-EAST BAY SECTION

SIT-30 JOINT SCV/SF/OEB

See Santa Clara Valley

SAN FRANCISCO SECTION

SIT-30 JOINT SCV/SF/OEB

See Santa Clara Valley

SANTA CLARA VALLEY SECTION

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SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

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SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

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SOCIAL IMPLICATIONS OF TECHNOLOGY SOCIETY CHAPTER CHAIRMEN

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activities of the Northwest Virginia Baltimore Washington Chapter beginning with Nov. 8, 1990:

- Nov. 8, 1990: The Chapter along with the W/W Chapter of the Communications Society toured the Fairfax County Public Safety Communications Center in Annandale, VA.
- Dec. 12, 1990: The Chapter was addressed on the subject, "An Inside Look at Engineering and Health Care" by Dr. Nahum Gerson of the Mitre Corp. and Mr. Guy Hammer of the National Institute of Disability and Rehabilitation Research.
- March 13, 1991: At this meeting Dr. Lawrence P. Grayson addressed the Chapter and the Washington, DC, Alumni Chapter of The Tau Beta Pi Association on "Illiteracy - A Concern of American Society."
- March 18, 1991: At this meeting the Chapter along with the W/W Chapter of the Communications Society were addressed by Attorney Marc Rotenberg on the subject, "Calling Number ID: Threat to Privacy?"
- April 10, 1991: At this meeting the Chapter was addressed by Michael Burke on the subject, "Electromagnetic Fields from the Power Company's Point of View: EM Radiation Fields, Human Exposure and Safety Issues."
- April 6, 1991: This was not a meeting of the NV/B/W Chapter but was instead "The National Capital Area Council 1991 Awards Dinner Dance." During the program David A. Young, Chairman of the NV/B/W Chapter presented the IEEE/SSIE Award to Jenetrios L. Basdekas "For Outstanding Service in the Public Interest."



9e)

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS  
SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY  
OTHER SOCIETY LIAISON

6624 Kirby Court,  
Falls Church, VA  
22043  
May 11, 1991

Dr. Ronald Kline,  
President, SSIT-IEEE,  
School of Electrical Engineering,  
Phillips Hall,  
Cornell University,  
Ithaca, NY  
14850

Subject: Other Society Liaison

1. Computer Professionals for Social Responsibility (CPSR):

CPSR is now ten years old. It was founded by a group of computer scientists at the Xerox Palo Alto Research Center who were concerned about the possibility that a nuclear war might start through computer error. The Washington, DC, Chapter continues to be very active. The next meeting will be on a report of the First Conference on Computers, Freedom, and Privacy on May 15. The Chapter has provided copies of a report, reprinted with the permission of the Bureau of National Affairs, entitled, "Information Policy: Computer Communications Networks Face Identity Crisis over their Legal Status."

2. Since the March 9, 1991, report I have received no further information/the activities of the following:  
concerning

- American Engineers for Social Responsibility.
- American Association for the Advancement of Science,  
Section X, Societal Impacts of Science and Engineering.
- American Society of Mechanical Engineers, Technology  
and Society Division.
- National Association for Science, Technology and  
Society.

Copy to:

J. Milvern Benjamin,  
Secretary, SSIT-IEEE,  
Phillips Hall, Room 301,  
Ithaca, NY  
14850

Respectfully submitted,

*Vernon E. (Mac) Gardner*  
Vernon E. (Mac) Gardner  
Adm. Manager, SSIT  
(703) 511-1100

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS  
SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY  
PROFESSIONAL ACTIVITIES COUNCIL FOR ENGINEERS

6624 Kirby Court,  
Vails Church, VA  
22043

May 11, 1991

Dr. Ronald Kline,  
President, SSIP-IEEE,  
School of Electrical Engineering,  
Phillips Hall,  
Cornell University,  
Ithaca, NY  
14850

Subject: Professional Activities  
Council for Engineers (PACE);  
report of the SSIP Pace Chairman.

1. The 1991 PACE Workshop will be held in Philadelphia, Pa. from Aug. 30 to Sept. 2. The theme this year will be "Engineering Careers in the 1990's". The preliminary program includes the following:
  - Orientation of New PACE leaders.
  - Region/Division meetings in which the Divisions will be represented by Charles S. Lessard of College Station, TX.
  - Employment Issues by Paul Kostek, Session Chairman, Chairman, Manpower Commission.
  - IEEE-USA Legislative Initiative.
  - Survivability Issues. Session Chairman: Nigel Bristow, Member, Career Maintenance and Development Committee.
  - Education Issues. Session Chairman: Charles H. Alexander, Director, Region 2.
  - Candidates Question and Answers period.
  - Financial Issues. Session Chairman: George E. McClure, Chairman, Pensions Committee.

I am proceeding to make arrangements to attend the Workshop as the PACE Chairman for the Society on Social Implications of Technology. Hopefully, some of the contacts to be made will serve to revitalize those of our Chapters which have had little activity.

Respectfully submitted,

Copy to:  
C. Halvers Benjamin,  
Secretary, SSIP-IEEE  
Pellowsing Park Rd 1  
Pottstown, PA  
19464

*Vernon E. Gardner*  
Vernon E. (Veg) Gardner,  
3375 S. ...  
(1703) 533-...



IEEE

TECHNICAL ACTIVITIES BOARD

William R. Tackaberry, Chairman  
TAB LIAISON COUNCIL

PLEASE REPLY TO  
25 Beech Avenue  
Madison, NJ 07940 USA  
Tel: (201) 377-7371

March 22, 1991

Prof. Ronald R. Kline  
President, IEEE Social Implications  
of Technology Society  
Cornell University  
204 Phillips Hall  
Ithaca, NY 14853

Dear Prof. Kline

A reprint of the IEEE statement published in the March 7, 1991 edition of *THE WALL STREET JOURNAL* and *THE WASHINGTON POST* is attached.

This full page message, paid for by the United States Activities Board, was issued with the concurrence of key IEEE leadership.

With best personal regards,

William R. Tackaberry  
Chairman, TAB Liaison Council

wp

Attachment

cc: Dr. V. Thomas Rhyne



# Winning With Technology

**I**EEE United States Activities is proud of the major technological contributions of electrical, electronics, and computer engineers to the performance of electronic systems dramatically demonstrated in Operation Desert Storm.

In cooperation with the President, Congress, and the business community, the 250,000 U.S. members of IEEE will do their part to enhance U.S. competitiveness by achieving comparable successes in high technology commercial products and services.

**IEEE**

The Institute of Electrical and Electronics Engineers, Inc.



IEEE United States Activities

1525 L Street, NW  
Suite 1202  
Washington, DC 20036-8104  
202/785-0011

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President's Message \ Ronald Kline

○ "Engineer of Death" or "Winning with Technology"?

starts

During the Persian Gulf War, a poster appeared on a bulletin board in the School of Electrical Engineering at Cornell University that said "Engineer of Death: This could be you if you pick the wrong field. Find out why Civil and Environmental Engineering is for you! Come to the Civil and Environmental Engineering Open House."

After the war ended I received notice of a full-page ad which the IEEE United States Activities Board paid for and placed in the *Washington Post* and the *Wall Street Journal* on March 7, 1991. The ad read:

*"Winning With Technology. IEEE United States Activities is proud of the major technological contributions of electrical, electronics, and computer engineers to the performance of electronic systems dramatically demonstrated in Operation Desert Storm. In cooperation with the President, Congress, and the business community, the 250,000 U.S. members of IEEE will do their part to enhance U.S. competitiveness by achieving comparable successes in high technology commercial products and services"*

Also see the IEEE Institute, May 1991, p. 2.

What a contrast!

As a historian, my first reaction to the poster was to consider the close association between engineers and the military in Western society. Greek and Roman engineers designed catapults and siege engines, architect-engineers of the Renaissance hired their services to the local Prince, and modern engineering education got its start in France with polytechnics serving the military. In the 18th century, English engineers coined the term "civil engineer" to distinguish their bridge and road building endeavors from that of their military brethren. American engineers have been closely tied to the military since West Point trained the nation's first civil engineers in the early 19th century.

Although I knew that the army's "civil" engineers still built military bridges, roads, and missile-launching pads, I could not escape the feeling that the poster was right about the role of other engineers — especially electronics — in the Gulf War.

Then I received the "Winning with Technology" ad. National pride in the technological wizardry of the video-game bombing was understandable in the early days of the war, but I do not think the IEEE — any part of the IEEE — should have published the ad.

My main reason is the transnationalism of the IEEE. The ad is careful to state that its author is IEEE United States Activities, but it also uses the IEEE logo, prints IEEE in bold letters larger than IEEE-USA, and spells out the name of the IEEE at the bottom of the page. How can the average reader of the *Wall Street Journal* or the *Washington Po.* be expected to distinguish between the U.S. branch of the IEEE and the IEEE itself, when he or she has probably never even heard of the IEEE? The ad nullifies many years of educating IEEE members that theirs is a transnational organization. Although the U.S. assembled an international coalition to fight the war, the ad is clearly national in scope. It pledges that the U.S. members of the IEEE will "do their part to enhance U.S. competitiveness" — words generally associated with beating the Japanese in the increasingly warlike industrial arena.

My second concern is with the moral dilemma of career choice. I believe that making a decision whether or not to work in the weapons industry, receive funding from the military, etc. is a highly individualistic choice. The ad implies that all IEEE U.S. members supported the design, manufacture, and use of weapons in the Gulf War. I think most engineers would agree with me that the IEEE should encourage its members to exercise more moral autonomy than that.



My last concern deals with the public image of the engineer. I went to college in the 1960s when engineers were criticized for building the "war machine." Many universities, as well as the IEEE, have spent much effort combatting that image in the past decade or so. The College of Engineering at the University of Wisconsin, for example, adopted the slogan "Engineering: A Good Way to Help People," and the IEEE Public Relations Department asked for my assistance a few years ago on a projected PBS television series that would have used history to humanize the image of the electrical engineer. It seems to me that the "Winning with Technology" ad works against this purpose in the long run. In the short run, EE's can bask in the glowing praises of a grateful and technologically impressed public. But that same public is now taking a hard look at the social implications of "high technology" on the Iraqi Kurds, Shiites, and Baghdad residents who were bombed into a "pre-industrial age," according to a U.N. report. Unfortunately, the tragic aftereffects of the war will bring phrases like Engineer of Death to the minds of more people than a Cornell civil engineering professor trying to win students to his field.

In my view, Winning with Technology means taking into account the social implications (and control) of technology for everyone concerned — a fitting goal for a professional society aspiring to be transnational.

Add  
start of  
IEEE ad



May 3, 1991

Dr. Jack L. Jatlow  
166 East 61st Street  
Apt. 12-J  
New York, NY 10021

Dear Dr. Jatlow:

Fall is when a species known as the "studens collegium" migrate back to their respective centers of learning. However, upon arrival they want to read anything but their textbooks. IEEE Potentials offers students a conscionable alternative...inciteful articles related to their major, but not their actual (ugh) assigned reading.

This is the time and magazine in which to advertise the Social Implications of Technology Society. Tell our 50,000 students and recent graduates what your Society has to offer. Besides ensuring being noticed, advertising in IEEE Potentials is economical. A half page (black and white) advertisement costs less than 2¢ per person.

The October 1991 issue will focus on computers. The deadline for advertising in the October issue is June 27. (Materials due by July 10.) If you reserve now for the academic year — Oct.'91 thru Apr.'92 — your Society can get 1991 prices for February and April '92. (Just change the "1" to a "2" on the 1991 for the February and April boxes on the enclosed form. Then check off the corresponding boxes.)

Help these desperate creatures. Give our "studens collegium" another guilt free option, your Society's main and elective reading materials.

Sincerely,

Deborah K. Rosenberg  
Associate Editor  
(former desperate creature)

R.R. Kline  
J.M. Benjamin, Jr.  
M.T. Apter  
R.H. Brook

# SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY (SSIT)

## STAGES IN CONFERENCE PLANNING

In cases where the IEEE SSIT is considering conference sponsorship, the steps outlined below will be followed.

1. Provide potential organizers (referred to herein as Local Organizers) with an information kit that includes the IEEE Conference Organization Manual, a copy of SSIT Financial and Publication Policies, and any additional information requested.
2. Review general (preliminary) proposals of Local Organizers, including proposed themes and preliminary budgets.
3. Vote by the SSIT Administrative Committee to approve, in principal, the proposed conference.
4. Establish an Organizing Committee for the conference whose membership shall include representatives of the Local Organizer and a representative from the SSIT Administrative Committee.
5. Draft and sign a Memorandum of Understanding (MOU) between the Local Organizer and the SSIT Administrative Committee.
6. Carry out conference planning and implementation according to IEEE rules and the MOU.
7. Final conference report prepared by the Organizing Committee, including both overall conference results and financial results, and submitted to the SSIT Administrative Committee.

# PROPOSALS FOR STRENGTHENING THE ROLE OF THE IEEE IN SUPPORTING ETHICAL ENGINEERS

Stephen H. Unger  
IEEE USAB Ethics Committee  
4/21/91

The following suggestions are intended to bolster the IEEE's ethics support role. They do not deal with the substance of the code of ethics, nor with the job of enforcing adherence to the code. Of concern here is the very important function of giving positive support to engineers whose adherence to the code of ethics gets them into conflicts with their managers or others. It is important not only to provide support to individuals in such cases, but also to help alter the environment in which engineers work so as to make it less likely that they or their managers will be put under pressure to cut corners ethically. The measures proposed here would serve both functions. Related suggestions were made by Norman Balabanian<sup>1</sup>, and in the reports of the 1981 and 1986 Member Conduct Committee (MCC) Review Committees<sup>2,3</sup>. More extensive discussions of the issues involved can be found in my book<sup>4</sup>.

Following are the proposals:

1. Establish an ethics support fund, perhaps under the aegis of USAB, to help engineers in the category described, particularly, but not necessarily only, for providing legal support. This is not simply a proposal that the IEEE help out worthy individuals in trouble. In situations such as the BART case, the entire profession (as well as the general public) benefits from favorable outcomes. The idea of such a support fund has been vigorously pursued for many years on a local level by the IEEE Bay Area Council, and, on a national level was proposed by the first MCC Review Committee<sup>2</sup>.
2. IEEE's ethics activities, its code of ethics, and, the MCC should be made clearly visible to the membership. Specifically:
  - 2.1. Include with the packet sent to new members, and with the annual dues notice, a copy of the code of ethics and a brief description of the MCC's functions and how to contact it.
  - 2.2. Have the MCC issue reports, at least annually, describing its actions with respect to the cases brought before it (including those not considered worthy of support)<sup>2,3</sup>. Information that might identify individuals or organizations would be suppressed (unless already in the public domain). These reports, or at least the highlights, should be printed in the Institute, and the full reports should be made available to members on request.
  - 2.3. The MCC might occasionally issue descriptions of hypothetical cases to illustrate important concepts<sup>2</sup>.
  - 2.4. The reports of MCC Review Committees should be made public.
3. An ethics hotline should be established to allow members to ask for advice when they are in, or foresee that they might soon be in, difficult situations. A staff person would answer such calls, and, after preliminary screening, refer callers to volunteers on a pre-established list (these might or might not be MCC members).
4. The MCC should be provided with appropriate staff support to facilitate its work<sup>3</sup>. In addition to regular staff people, the MCC might, for particular investigations, call on volunteer IEEE members for assistance or even employ retired members as consultants.
5. Paragraph 7.9C of the bylaws, which states that "the IEEE will not, as to disputed facts, intervene...on behalf of...a member", should be repealed, as it could easily be interpreted so as to make it impossible for the MCC to deal with any real world case, where some of the facts are almost invariably in dispute.
6. IEEE ethics support should be available to all engineers in fields encompassed by the IEEE, not restricted, as it is now, to IEEE members. This would strengthen the IEEE's legal position in all such matters as it would then be seen as acting on behalf of a broad group in the public interest rather than

behaving in a self-serving manner. (The AAUP has never restricted its support of the principles of academic freedom to its members. This is probably one important reason why it has had no problems with law suits.) Any successor in defending ethical engineers, whether or not they are IEEE members, would constitute valuable precedents for the entire profession.

#### REFERENCES

1. Balabanian, Norman, "Promotion of Ethics by IEEE", President's Message, *IEEE Technology and Society Magazine*, March, 1990, V. 9, No. 1, pp. 2-3.
2. Costellessa, Robert F., Bruno O. Weinschel, Robert M. Saunders, "Report of the Review Committee for Member Conduct Committee", 11/25/81.
3. Sears, Raymond W., Robert F. Costellessa, Edward J. Doyle, James F. Fairman, Jr., Stephen H. Unger, "Report of the Five Year Review Committee of the Member Conduct Committee", 6/25/86.
4. Unger, Stephen H., *Controlling Technology: Ethics and the Responsible Engineer*, Holt, Rinehart and Winston, 1982.

INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS  
SOCIETY ON SOCIAL IMPLICATIONS OF TECHNOLOGY

6624 Kirby Court  
Falls Church, VA  
22043  
May 7, 1981

Dr. Ronald Eline,  
President, SSII-IEEE,  
School of Electrical Engineering,  
Phillips Hall,  
Cornell University,  
Ithaca, NY  
14850

Subject: Novel entitled, "Double E.  
Bones, The Making of an American Engineer  
by Preston E. Law

Dear Mr. President:

Enclosed is a Xerox copy of a letter dated May 2, 1981 from Executive Editor Dudley R. May to a distribution list (including me). Included are the items which came with the letter of May 2. Note that in the above letter of May 2 and under part IV A & B of the author's report my name is listed in association with SSII.

The last paragraph of the letter which is addressed to Mr. Law contains the statement, "I would not discourage you from pleading your own case directly, however, enclosed is a list of Societies, their Liaisons to the Press, Publication Chairs, and Presidents." It is possible, therefore, that Mr. Law may be contacting you directly. I have not seen the book and know nothing more than what appears in the enclosures.

Mr. Law and I were both employed for years in the Naval Sea Systems Command and its predecessors although we never had any direct business dealings. Our tours overlapped but were not concurrent. We both belonged to the Association of Scientists and Engineers of the Naval Sea Systems Command and it was through this membership that we became acquainted. After serving in several offices including that of editor of the bulletin he was elected President for the 1980-81 term and in 1986 received ~~him~~ the prestigious Silver Medal Award. This award, which may be presented to one individual engineer is "For continuous outstanding contributions to naval engineering for a period of ~~minimum~~ not less than seven years" to quote from the Bylaws. For the last two years I have been attempting to generate some activity in the Washington, DC, Alumni Chapter of The Tau Beta Pi Association and ran across his name in the printout of local members. A note sent to his local address was forwarded to Germany and from Germany he replied that he had a new assignment. I have had no other involvement with Mr. Law.

I realize that there is the first question as to whether we should be reviewing a novel. Is the SSII Assoc

is in favor of such a review I am willing to participate.

My background of this nature goes back a third year in the Naval Sea Systems Command and the past few years in the with Hyman C. Rickover and some of the most distinguished consulting experience along with sustained membership in the above technical organizations should be of some value.

I will defer requesting a copy of the book or portions of it until after I have heard from you. I expect to be away from home on May 14, 15 and 16.

Yours truly,

*Vernon E. Gardner.*

Vernon E. (Veg) Gardner  
(1703) 533-0999

Copy to  
J. Malvern Benjamin  
without the enclosures.



  
**IEEE SERVICE CENTER**

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DIRECT NUMBER (201) 562-3969

TO: Distribution

FROM: Dudley R. Kay - Executive Editor

SUBJECT: Proposal by Preston E. Law - *Double E Bones:  
The Making of an American Engineer*

DATE: May 2, 1991

Attached is the proposal for a novel on the growth and development of an electrical engineer. The Press is greatly expanding its publishing program, but we never expected a novel!

The author, Preston Law, indicates that there may be several particularly interested Societies, besides Education, due to the jobs and life experiences of the central character.

We are seeking reviewers to read portions of the manuscript and judge whether the story and style would be of interest to young readers and possibly engineering students. In fact, if you have a son or daughter, or can cajole a young reader of your acquaintance, who would read a part of the manuscript, this might be the best test of all.

Your reactions, recommendations, and thoughts are of interest to the Press. The manuscript, or a portion of it, will be sent upon request.

---

**DISTRIBUTION:**

John Sechrist -	Education	Vernon Gardner -	S.I.T.
David Irwin -	Press Board	James F. Garrett -	rec. reviewer
Wilson Pearson -	AP-S	Len Shaw -	Press Editor in Chief
Ed Miller -	Press Board	Stanley Charap -	Press Board
Ed Bronaugh -	EMC	Fred Bortz -	Research Center,
Bob Haislmaier -	EMC		Carnegie Mellon Univ.
Bob Whelchel -	Press Board		

attachments

K307.dk

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Date Submitted: \_\_\_\_\_

Date Received: 3/19/91

IEEE PRESS - MONOGRAPH PROPOSAL GUIDELINES

I. ABOUT YOUR BOOK - THE BASICS

A. Working Title: Double E Bones

Subtitle: The Making of an American Engineer

B. Author, Name, Address, Affiliation, Phone and FAX numbers.

1. Preston E. Law, Jr.  
Director of Engineering, Technical  
Radio Free Europe/Radio Liberty  
Oettingenstrasse 67 am Englischen Garten  
W-8000 Munich 22, Germany

Office Phone: (089) 2102 - 3951

Home Phone: (089) 302427

Fax Number: (089) 2102 - 3977

C. Book Series: Education / Professional Development  
General Knowledge / Public Relations

D. Expected month/year of completion: Completed Feb 1991

E. Estimated length in double-spaced ms. pages: 440

F. Estimated number of drawings/diagrams/photographs: 0

G. Other Books contemplated (if any): None

## II. ABOUT YOUR BOOK - COVERAGE, RATIONALE, FEATURES

A. Provide a brief and direct overview of your book's topic and coverage. Please avoid technical jargon.

Topic: The process of becoming and being an electronics engineer in America during the second half of the 20th century. Professional development, growth, and definition of an EE.

Coverage: Using fictional characters based on actual experiences the author weaves a realistic though romantic story of the adventures and satisfaction in electronic engineering as a profession and career. The principal character is followed from high school graduation facing the sudden awesome adult responsibility of choosing a life's occupation, through military electronics training, university EE curriculum and degree, first neophyte steps in the working world as a junior engineer, and then gradual maturation as the years go by to senior level supervisory engineering responsibilities. The story covers not only the excitement of engineering challenges during professional growth, but also the serious responsibility of an EE to equally balance job, family, social, and civic functions, along with the mental, physical, and spiritual self to be a fully productive and whole citizen. The scene varies widely from such descriptive settings as Alaska, the Philippines, Thailand, and Washington, DC, while commenting too on major societal events of the times such as the Space Age, civil strife of the '60s, strain and weariness of the Vietnam War, to the enormous Defense buildup of the '70s and '80s, and finally to Glasnot and the hoped for Peace Dividend in the early '90s.

B. Why is your book needed? What is your rationale for writing it? In what ways will your book directly benefit the reader?

Young people considering EE as a career need to know what defines an engineer. In fact teachers need to know. Counselors need to know. The public needs to know. Serious commentators have long struggled with this problem of definition: (Robert W. Lucky: IEEE Spectrum "Reflections" Mar 1982; Walter J. Bojsza: Microwaves & RF "Editorial" Dec 1982; Matthew J. Doherty: EE Times "Engineers Maligned by Nerd Image" 1984; Donald Christiansen: IEEE Spectrum "Spectral Lines" Aug 1986; David Haykazian: IEEE Institute "Viewpoint" Aug 1987).

What better way to define an engineer than through a story which portrays the main character's multiple experiences in discovering for himself what it is to become an EE. Of course the trick is to make the story believable, and at all times interesting, in order to capture the reader. This is done by

using the author's own real experiences and real events colored appropriately so as to create an adventure story. The rationale is then to teach, to inform, to describe to the reader what constitutes electronic engineering, and thereby inspire the reader to want to become a Double-E. Or if he is one already, to be happy that he is.

C. Based on what you said above, what will be the most outstanding features of your book?

1. Describing the making of an EE and the resulting joys.
2. Career Professional Development.
3. Professional Responsibilities.
4. Professional Maturation.
5. Social and Civic duties.
6. Continuing Education.
7. Entertainment and Public Relations.

D. Are there background developments in the field that will help us better understand your book and the need for it?

Not in the technical sense. However, in the philosophical sense the whole plot is contingent upon background development; i.e., upon the very real idea that an 18-year old high school graduate in America is little prepared to properly choose the field which will become his/her life's work for the next 40 years. My dentist once confided to me that, now in his middle age, he very much resented the fact that an 18-year old know-nothing kid had accounted for him (the dentist) standing there on his feet all day, year in and year out, for decades peering into the mouths of his patients. What did that kid know about how he would feel about being a dentist in middle-age and mid-career? Choosing to become an engineer is serious business for an 18-year old. He or she ought to have a very good idea of what an engineer is and does before making that choice, and so high an investment in time, money, and effort.

### III. AUDIENCE - IDENTIFYING YOUR MARKET

#### A. Describe your intended audience in general terms.

1. Prospective EE students - wanting to know more of what an EE is and does.
2. Enrolled EE students - to encourage them to aspire.
3. Junior level working EEs - to reveal potential new vistas and exciting opportunities lying ahead.
4. Established Senior EEs - for reminiscences, reflection, and entertainment as they look to perhaps find themselves among the many characters and experiences.

#### B. What kind of academic preparation or work experience is assumed in order to understand your book?

General academic studies in math, physics, science, history, geography. It is assumed that at least two classes of readers would be (1) the uninitiated student EE candidate seeking to learn what a Double-E is, and (2) the experienced educated EE wanting to better articulate what an EE is.

#### C. Specific industries, businesses, and professions which will find your book of particular interest. (In order of importance).

1. High School Libraries (career opportunities/vocations).
2. College & Campus Book Stores.
3. University Libraries (Engineering School Tech Library).
4. Tau Beta Pi National Engineering Honor Society.
5. Eta Kappa Nu Electrical Engineering Honor Society.
6. Gov't Book Stores (e.g. DOD Pentagon Book Store).
7. Gov't Libraries (e.g. Navy Dept, Naval Research Lab, U.S. Information Agency, Federal Aviation Agency).
8. National Society of Professional Engineers (NSPE).
9. American Society of Naval Engineers (ASNE).
10. Private Industry Libraries.

#### D. What are various job titles or functions of individuals who will find your book of interest? (In order of importance).

1. Prospective EE students.
2. Enrolled EE students.
3. Working EEs (Communications Engineers, RF engineers, Antenna Engineers, Broadcast Engineers, Lab Engineers).
4. EE Professors/Instructors
5. Federal Government Engineers.
6. Naval Engineers.
7. Retired EEs.

#### F. If your book has classroom adoption possibilities, you would consider it: Supplemental reading.



#### IV. AUDIENCE - REACHING IT EFFICIENTLY

A. List, in order of importance, the IEEE Societies whose members are potential buyers of your book. Supply the names of the Society contact appropriate to review the proposal.

1. Broadcast Technology - (Chap. IV): P. A. Rubin, Editor  
R. Granger, As. Editor
2. Antennas & Propagation - (Chap. III & IV): R.C. Hansen  
E.K. Miller
3. Electromagnetic Compatibility - (Chap. VI): E.L. Bronaugh
4. Education - (Chap. I & II): ( EE Professors)
5. Social Implications of Technology - (Chap. V & VI):  
Vernon Gardner  
Marc Apter

B. List in order of importance the non-IEEE institutes and professional societies as potential buyers of your book.

1. Tau Beta Pi: James D. Froula, Editor The Bent  
Martha S. Martin, Past President
2. Eta Kappa Nu: Editor The Bridge
3. Armed Forces Communications Electronics Association:  
Judith Shreve, Publisher Signal
4. American Society of Naval Engineers: Editor ASNE Journal

C. Which professional conferences are specifically targeted to the audience interested in your book?

1. EASCON/WESCON/MILCON Shows
2. Annual EMC National Symposium
3. Annual AFCEA Conference
4. Annual ASNE Conference
5. Annual National Association of Broadcasters Convention
6. Annual IEEE Broadcast Technology Conference

D. Which trade, business, and professional journals and newsletters are likely to review your book, in priority order?

1. IEEE Spectrum
2. AFCEA Signal
3. ASNE Journal
4. IEEE EMC Newsletter

E. List in order of importance journals or magazines where it would be appropriate to advertise your book.



1. IEEE Spectrum
2. EE Times
3. The Bent of Tau Beta Pi
4. The Bridge of Eta Kappa Nu
5. Anchorage Times, Anchorage, Alaska
6. Navy Times

F. Institutions, corporations, societies who might consider large quantity purchase of your book.

1. High School Libraries throughout America
2. College & Campus Bookstores throughout America
3. Anchorage, Alaska bookstores
4. American Wives Club, Bangkok, Thailand

G. Indicate any specialized mailing lists that might be available for promoting your book by direct mail.

1. IEEE membership list
2. Tau Beta Pi membership list
3. Eta Kappa Nu membership list
4. George Washington University Continuing Education list
5. University of Maryland Alumni Association list
6. American Society of Naval Engineers membership list
7. Armed Forces Communications Electronics Association membership list

## V. COMPETING AND SIMILAR BOOKS

- O. List non-IEEE books similar to yours in the professional/reference field. How does your book compare?

I am not aware of any other book existing of this kind other than outright biographies and autobiographies of famous giants in engineering. So far as I know, no one has ever written an engineering adventure novel. Books of this type have been written in vast numbers about doctors, lawyers, soldiers, pilots, pirates, patriots, sea captains, mountain men, fur trappers, businessmen, sports heroes of every sort, you name it - but no fictional EE. No wonder counselors and kids have a hard time describing what an electrical or electronic engineer is. We're clothed in secrecy. Or maybe hidden away pressing buttons and twirling knobs in a lab somewhere. Electronic engineering can be an exciting, fun-filled career full of high adventure. Young folks contemplating what profession to pursue ought to be convinced of this.

- P. List related IEEE Books, Standards, or Conference Proceedings that your book might be very broadly similar to so that we can compare sales histories.

Closest comparison would of course be biographies, in that they are human interest and shed light on what constitutes an EE's work and life. But biographies, by their very nature, do not often reflect the character and work of a typical EE, as witness the IEEE Press' recent superb biography of Oliver Heaviside by Paul Nahin. While at all times richly fascinating, the story of Heaviside is that of a genius in EE, and an eccentric life not in the least typical of the ordinary electrical or electronic engineer. My book attempts to illustrate the adventures offered to the everyday EE.

- Q. Are there key points or sales opportunities that we did not cover in this questionnaire?

None that I am aware.

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DIRECT NUMBER (201) 562-3969

May 2, 1991

Preston E. Law, Jr.  
Director of Engineering Tech.  
RFE/RL, Inc.  
Oettingenstr.  
67 AM Englischen Garten  
8000 Munich 22, West Germany

Dear Mr. Law:

Thank you for filling out the proposal form to accompany the manuscript of your novel. I realize that the form does not particularly suit a novel, but then again we don't get many novels (yours is the first).

I am not really sure what to tell you. We're not staffed to scrutinize entire novels as a trade publisher might. I have spoken with Don Mack, the editor of Potentials magazine for students. He has a colleague who is willing to read portions. Our thought was that we might "serialize" it in the magazine as a market test prior to the expense and commitment to publish the book.

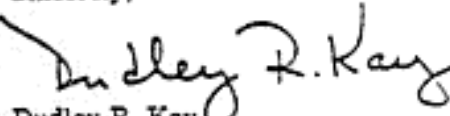
Another thought is that the Education Society might take a look, with an eye toward their sponsorship of the book. The Press would feel a whole lot more comfortable if an IEEE entity were behind the project. We'll also touch base with the several Societies that you alluded to in your proposal as likely to have particular interest due to the career path of your protagonist.

I read a bit and did find it intriguing. However, I must note that the style was somewhat reminiscent of the '50's books I read as a boy (Hardy Boys, sports stories, etc.). Do people still hand around with their "chums" or are they not their "buddies" or "pals"? A young engineering student might be the best copy editor we could hire to help detect outmoded expressions and pose alternatives. I suggest you look back through it yourself and seek the assistance of a trusted engineering neophyte.

As before, your efforts are very much appreciated. We'll do our best to evaluate the project and seek support. We would not discourage you from pleading your own case directly, however, Enclosed is a list of the Societies, their Liaisons to the Press, Publication Chairs, and Presidents. Check it out for names familiar to you.

And I close with a request for some patience.

Sincerely,



Dudley R. Kay  
Executive Editor  
IEEE PRESS

enclosures

CC: Len Shaw

CHINA

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REPLY FORM

Project and author: Double E Bones: The Making of an American Engineer - by Preston E. Law

Your Name: Vernon Gardner

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone #: \_\_\_\_\_ FAX # \_\_\_\_\_

I will review the proposal and send my comments to you by \_\_\_\_\_  
(Reviewing timeframe is typically 4-8 weeks from receipt)

Review materials were enclosed.       Review materials were NOT enclosed; please send to me.  
(Manuscript is available for review)

The following person(s) would be my recommendation:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

- YES, I have confirmed his/her interest in reviewing this proposal.
- NO, I have not confirmed his/her interest in this review.

I cannot review at this time or suggest another reviewer.

- YES! Please DO contact me for future reviews.  
(Use the back of this form to indicate your specific areas of interest.)
- NO DO NOT contact me for future reviews.

Please return form promptly to: Dudley Kay, Executive Editor, IEEE PRESS  
445 Hoes Lane, Piscataway, NJ 08854-1331

➔ FAX US! (908) 981-1855

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## REVIEW OF A BOOK PROPOSAL

Project: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Phone \_\_\_\_\_

Due Date: \_\_\_\_\_

*Attach your responses on separate sheets to this cover sheet. You need not repeat the questions; simply number your responses to match the questions below.*

A book proposal is an author's initial effort to describe his/her goals and rationale for writing a book. A critical reviewer's job is two-fold:

- 1) to determine if the basic idea for publishing this book holds merit
- 2) whether it is apparent from the materials presented that this author can accomplish his goals.

Simply put, is this a good book idea and is this author qualified to do the job? It should always be held in mind that the proposal is merely a plan. With good input and a cooperative author, a promising plan can be refined.

- 1) **Comments on the Rationale** - What is your general impression of the topic that the author has chosen, how he has defined the scope of the book, and whether it is marketable to the audience described by the author? If you disagree with the need for such a book, state your reasons and end your review.
- 2) **Comments on the Outline** - If the underlying rationale for this book is acceptable, has the author clearly defined the scope and depth of the book to your satisfaction? What topics have been overlooked, what topics are unnecessarily overdone, or what different ordering would you suggest?
- 3) **Comments on Market** - Do you agree with the authors assessment of the target audience for the book? Is he/she overly optimistic about sales potential, overlooking readily available books that adequately serve the needs of the market, or perhaps missing an audience that would be interested in the book? If you disagree with the author describe your view of the potential market.
- 4) **Comments on the Authorship** - Judging from the writing in the proposal and sample chapters (if any), what is your opinion of the author's ability to write on the proposed topic? If pertinent, is there anything else we should know about the author's qualifications and ability to complete this project in a timely and accurate manner?
- 5) **In Summary** - Do you see sufficient potential in this project for the Press to pursue it? Summarize your thoughts and recommendation.
- 6) If your conclusion is generally positive, could you suggest other reviewers who might be interested in critiquing this project as it is developed?

Questions specific to this particular proposal: