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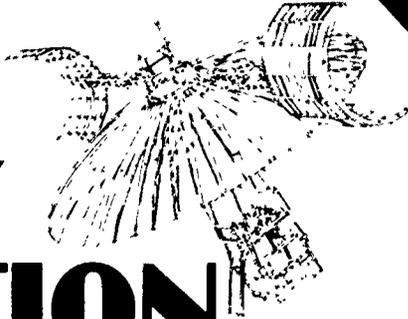
ABSTRACT

The Satellite Technology Demonstration (STD) is an attempt to use new satellite technology and low-cost ground terminals to deliver community service broadcast to rural areas. Since community involvement was one of the projects highest priorities, clear communication between local, state, national, and international agencies was imperative. The public information plan entailed: (1) designing and scheduling information dissemination at all levels; (2) filling requests for information about the project; (3) designing information for all STD audiences; (4) coordinating STD activities with other health, education, telecommu cations agencies; (5) developing brochures, displays, and media shows; (6) striving for indepth coverage of STD activities in various media; and (7) serving as STD spokesman at various conventions and symposia. This information service not only facilitated leaders' ability to make decisions, it also increased participation at the local level. The appendixes to this document include lists of: materials used, external presentations made, appearances made by the mobile unit, special satellite presentations, articles published, press conferences, and news releases. (EMH)

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SATELLITE TECHNOLOGY DEMONSTRATION



FEDERATION OF ROCKY MOUNTAIN STATES, INC.

technical report

TR 0132

PUBLIC INFORMATION -

THE PLAN

ITS EXECUTION

THE RESULTS

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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INTRODUCTION

The Satellite Technology Demonstration's public information effort was designed to promote awareness and acceptance by the Project's many constituencies through a strategy of presenting clearly, moderately, and honestly what the Demonstration intended to accomplish and what actually occurred. Informing the various publics in understandable terms would allow opinion leaders to accept (or reject) the new technology and to translate its potential to future needs and applications. Furthermore, a flow of accurate information was vital in a project having the newness, complexity, and scope of the STD.

The Project's Public Information staff--responsible for designing, initiating, and maintaining this flow--operated as part of the Project's administration component. Management guidance was available when needed, but PI personnel had all the freedom of action and the flexibility necessary to meet changing requirements and opportunities.

The purpose of this paper is to outline the public information plan, review its execution, and report the results.

THE PLAN

The public information plan identified five audience categories: local, state, regional, national, and international. Each group contained several diverse audiences having distinct characteristics, needs, and degrees of familiarity with the Demonstration, media, technology, and programming. A conscious decision to emphasize local and regional public awareness during the operational period was made because it was obvious that the Project users and their communities lacked the understanding necessary to ensure their participation. No formula was established to distribute the staff effort and the PI funds in specific quantities to service the five levels or audiences, all of which were important and required attention. The Public Information staff worked with the four Project components and management to create a solid base of information to be disseminated to the Project's many audiences.

Specifically, the STD PI plan entailed:

1. Designing and scheduling information dissemination at all five levels;
2. Monitoring and fulfilling requests for Project information and services;
3. Designing information strategies for various STD audiences;
4. Coordinating STD public affairs activities with other Health, Education, Telecommunications experimenters and agencies;
5. Developing public information materials such as brochures, displays, media shows;
6. Striving for in-depth coverage of STD activities in various media;
7. Serving as STD spokesman at conventions, symposia, and other gatherings.

To accomplish these tasks, three phases were identified. The first (from July, 1973, to March, 1974) was used to create an awareness of the Demonstration. The second phase (March to September, 1974) covered the pre-launch and launch of the ATS-6 as well as its operational testing. Activity in the second phase was designed to take advantage of the interest in this new kind of communications satellite and its future potential. The third period (September, 1974, to July, 1975) covered the operational life of the STD. During this period, public information was geared to the Project's day-to-day operations. The PI plan was part of an overall project and multi-state effort to promote public awareness. At the state and local level, state and site coordinators developed public information plans compatible with the STD/PI plan. State plans reviewed by the PI staff in Denver provided numerous suggestions and techniques for use throughout the eight-state region.

Execution of the Plan

The execution of the plan was influenced by staff turnover. Following the resignation of the Public Information Director in May, 1974, an assessment of progress made by Project management showed that established goals were being met, but that there was a need to increase the flow of information, particularly to the local sites. This analysis further indicated that the monitoring and filling of requests for Project information and services had been (and continued to be) managed adequately and that the volume of material distributed had increased steadily. By the end of the first phase (March, 1974), Project awareness had been adequately established in the eight-state region and some national awareness was evident.

During the second and third phases, as part of a major effort to improve and refine the PI plan, information strategies were, on occasion, designed and revised. The state plans for public information were completed by July, 1974, thus permitting the integration of the state

and Project plans prior to the operational period.

Relationships

Coordination of STD public affairs activities with federal agencies and the other five Health, Education, Telecommunications (HET) experimenters was accomplished on an "as needed" basis. There was no formal structure or pattern of regularity in the public information contacts with the external organizations, nor was there an exchange of information on an independent basis. The PI function, staffing, and budgets of other experimenters were never identified for the STD PI staff or management. The intra-project contacts were not particularly valuable in furthering the STD public awareness effort. The STD PI staff seldom took the initiative in contacts with their counterparts at other experiments, but the staff was always responsive to inquiries from individuals working for ATS-6 related organizations. Whether or not a coordinated PI effort would have been beneficial is unknown. Since all six HET experiments were regional in scope, it may well be that a coordinated national PI plan was inadvisable. It is clear that with the limited resources available for public awareness, STD's assumption of a coordinating function would have been impractical.

Coordination of the HET public information efforts was not assumed by NASA headquarters; however, they did provide assistance when requested. The flow of material between the two organizations was mutually supportive.

The relationship between the STD PI staff and the Federation of Rocky Mountain States PI officer was not integrated. A channel of communication was established; the STD PI staff functioned separately, but each staff kept the other fully informed. Cross-checking of information disseminated by other STD or FRMS personnel assured consistency and continuity. Minor differences existed, but the working arrangement was useful for both the Federation and the STD.

During the last half of calendar year 1973, production of public information materials such as brochures, displays, and media shows was initiated. This effort continued throughout the Project, with updating, revisions, and additions requiring major amounts of staff time. In-depth coverage of STD activities, however, was not accomplished during the Project. Though much was written and reported about the STD, the in-depth coverage sought from national media

(print and electronic) did not occur.

Requests for appearances of STD personnel at conventions, symposia, and other gatherings increased in the post-launch and operational phases of the Project, and a deliberate effort was made for various staff to participate in meetings. The working relationship with the Project components was essential for the Public Information staff. Assistance from the Utilization and Broadcast and Engineering components was essential in the early stages. Later, the Program component was the key supplier of information. Research contributed valuable data for dissemination in the second half (January-May, 1975) of the operational phase.

A close working arrangement was established with Utilization as a result of that component's field communication plan. Discussions with state coordinators during meetings in Denver in August, 1974, resulted in assurances that the Utilization component was capable of field support for the public information plan. Moreover, state coordinators identified user needs at rural schools for PI material. This resulted in a shift in emphasis from national-international to state and local site PI support.

The Utilization communication plan required that material, with few exceptions, be sent to media in the region via established Utilization channels. While this procedure worked well, it did on occasion become restrictive to PI personnel, and although coordination was accomplished, there were instances when PI, Utilization, the STD Denver-based staff, and the field failed to communicate.

The use of consultants and outside production units was necessary because of the small staff (two people) assigned to PI and because of the need for production and distribution of materials with short-lead time notice. There was limited use of these outside resources because of budget restraints.

Expenditures

Expenditures for public information were modest. In FY 1973, PI costs were \$22,549 (excluding PI personnel) or 0.66 percent of total Project expense. In FY 1974, PI expenditures reached \$80,418 or 2.03 percent of the total Project budget. During the final year of the STD (FY 1975), PI costs increased to \$113,274 or 3.18 percent of STD's annual budget. From July 1, 1972, to June 30, 1975, costs for PI totaled \$216,241 or 1.90 percent of total Project

expense. Staff salaries and benefits have been excluded from these figures.

Materials Developed

Public information services, identifiable by category and provided during the Project, included:

- (1) materials for local site distribution;
- (2) materials for general distribution;
- (3) special materials--audio and video;
- (4) special or recurring activities.

Materials and techniques which were considered but not developed included journal articles, articles for regional and national trade publications, state magazines, newspaper advertising, public television station PI grants, and a seminar for PI personnel in state departments of education. Although several staff papers were published nationally, time limitations made it impossible to write as many articles for journals or regional and national magazines as the staff desired. The publication of technical reports written as part of the final Project summary will compensate to some degree for the lack of publication during the operational phases.

One state Project magazine (Nevada) was funded by PI funds, but the magazine concept was not adopted by other states due to varying philosophies on public information and because some states already distributed similar publications. Nevada terminated its state magazine when the first Satellite Quarterly, an eight-page newspaper, was distributed in September, 1974.

The effort to "attract and hold" an audience for the evening community programs included leaflets written in English and Spanish. This approach was effective and, had funds been available, other bilingual materials would have been distributed.

The original PI plan included funds for newspaper advertising, but none was purchased. A proposal to provide participating PTV stations with direct grants (\$250.00 per station) for publicity and promotion was discarded. Project management's stance regarding the purchase of media time or space was consistent since it was felt that any purchase would negate the legitimate coverage as well as the public service contribution of radio and television stations.

Although a seminar was held for the public information directors of participating PTV stations, a similar meeting for PI personnel in state departments of education was cancelled. Funding limits and the knowledge that STO state coordinators were providing information for

the state education personnel were reasons for cancelling the meeting.

Appendices list the materials and activities developed for public awareness and understanding. Additional appendices include external presentations made by STD personnel, special satellite broadcasts produced by the Program component for specific public groups, press conferences, general news releases, news releases for PTV stations, a listing of Project visitors, articles appearing in national publications, and the schedule for the STD mobile display.

Management and scheduling of a mobile display were public information responsibilities, although this activity was not included in the initial PI plan. The Martin Marietta Company, Denver, manufacturer of the Titan III-C launch vehicle for ATS-6, generated widespread company interest and support for the STD; they built the mobile unit which included an operational Receive-Only terminal, thus enabling STD to present live satellite feeds for special audiences. Because the movement of the mobile van became a major PI expense, during the final months of the Demonstration the display was not used unless financial support was provided by outside sources.

Visitors

Another unanticipated situation which developed during the operational year was the influx of visitors. Starting in June, 1974, (after the launch of ATS-6) the STD facility in Denver and some school sites became meccas for visitors. Major amounts of staff time, particularly that of management and director-level personnel, were used in meeting with guests. Eventually, a format was developed for these visits: a visitor's kit, a briefing by PI personnel, and a viewing session of slide/tape and/or video cassette program material. Actual programs were viewed when schedules allowed, and a facilities tour was arranged; also interviews with appropriate staff members were set up when possible. Visitors were asked to spend a full day at Project headquarters; however, when their time was limited, a half-day visit was scheduled. Staff at STD were convinced that the Project could not be explained in less time, and to do so was unfair both to the Project staff and the guests.

Public information coordinated visits at school sites with the Utilization staff. Although a site visit policy was drafted, it was not given final approval. Local schools indicated such a policy would be restrictive. Unaccompanied (by Project staff) and unscheduled

or unannounced visits to rural school sites were discouraged and care was taken to ensure that particular sites were not overwhelmed by visitors.

RESULTS

Data reflecting the effectiveness of the public information plan or its implementation are limited. However, state and site coordinators did react to materials distributed to local schools. Criticism from site coordinators was minimal. The movement of materials to the sites without adequate lead time became a serious problem. Outside production and printing made timely distribution difficult. However, midway in the Project, distribution of PI materials was operating on schedule.

Another site concern was the quantity of PI materials sent; but a survey of public information needs conducted in October, 1974, by the Utilization component resulted in adjusting levels of supplies, thus solving this problem.

A third criticism concerned consistency of colors in posters and leaflets. Site Coordinators requested variety in colored paper stock for posters. Because this would have increased costs, this suggestion was not implemented.

Some site coordinators questioned the PI staff regarding the accuracy of the text on posters and leaflets for the "Footprints" (evening community programming) series. Although PI carefully coordinated the poster and leaflet copy with the Program component, discrepancies occurred when program changes were made after printing and distribution deadlines.

CONCLUSIONS

The Public Information staff designed and maintained an accurate flow of information to the media and users, explaining a new and complex use of technology. This information not only facilitated opinion leaders' abilities to make decisions regarding the effectiveness and future applications of the new technology, but also created an awareness by various publics at the local, state, regional, national, and international levels. This awareness resulted in acceptance of the Project's goals as well as support for its accomplishments. Thus, when

Public Information created an awareness of the Satellite Technology Demonstration, understanding of the Project goals and purposes followed.

Whether increased awareness and understanding could have been achieved with an increased allocation of resources cannot be determined. The success or failure of the Project was not predicated on "selling" the public.

The public was entitled to know what the Demonstration intended to accomplish and what actually occurred. This knowledge was the thrust of the public information assignment, and it was accomplished.

RECOMMENDATIONS

1. External production firms should be employed for special PI requirements. Consultants should be utilized to resolve short-range PI problems.
2. A visitors' plan should be developed and implemented to assure meaningful visits and to avoid disruptions at Project headquarters and school sites. Visitor debriefings should be conducted.
3. Mobile display units (operational or non-operational) dramatically demonstrate the technology to the general public, but because movement costs are expensive, mobile units should be part of the public information plan only if budget is available.
4. Dissemination of public information material should be via a direct channel from the PI staff to the sites and media. Coordination should be effected with the Utilization component. Site coordinator input should be encouraged because local needs and conditions vary.
5. The public information plan must allow completely open two-way communication. The plan must be flexible so that adjustments may be made, if necessary.
6. Complete agreement concerning the scope and purpose of the public information function must be reached in the initial stages of the project.

APPENDIX A

MATERIALS UTILIZED

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MATERIALS UTILIZED

Materials for Local Site Distribution

Satellite Quarterly (September, November, February, May - 8,000; 6,500)
Decals: (Paper, 10,000; Cloth, 10,000)
Certificate of Appreciation (1,200)
Certificate of Participation (15,000)
Footprints Posters (1,100 per program)
Footprints Leaflets (English, 13,000; Spanish, 2,000)
Sheet Music STD Theme Song
Audio Tape of STD Theme Song (Cassette, Reel-to-Reel)
Orientation Letter to Parents
Book Dust Jackets (Suggested by State Coordinators)
Color Pictures of the ATS-6 (First Semester)
Art Work ATS-6 Poster (First Semester)
STD Poster with Logo (First Semester)
Poster with Cast Montage (Second Semester)

Materials for General Distribution

The STD Three-Panel Brochure
Booklet: "Goodbye to the Great Divide" (5,000 @ \$.42; 50,000 @ \$.15)
Teacher Guides
Student Guides
NASA Press Kit - May, 1974
STD Press Kit - Contents varied
Modular Displays

Special Materials--Audio and Video

Slide Presentation - "Satellite Communications in Service to People" (20 copies)
We Are Here - 30-minute VTR, August, 1974
Today's Commitment - 30-minute VTR, November, 1974
NASA Space Report on STD Interaction - December, 1974
TV PSA's re "Time Out" for PTV only
Radio Spots - :30 and :60 (To state and site coordinators)
"Uplink to the Future" (Mediated Project Final Report) - 30-minute VTR
Still Pictures (Black and White, Color)
Slides (Color)
VTR Cassettes - Programs/Segments/Specials, etc.

Special or Recurring Activity

The Executive Report - Monthly (300)
The Mobile Ground Terminal Display
PI Seminar for PTV PI Directors
Press Conferences
Radio-TV Interviews (General staff involvement)

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APPENDIX B

EXTERNAL PRESENTATIONS

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EXTERNAL PRESENTATIONS

January 21, 1974	Whitehall, MT; Rotary Club (40 people).
January 24, 1974	SMPTTE (Society of Motion Picture and Television Engineers) Winter TV Conference; Denver, CO.
January 25, 1974	Mid-Year Educational Conference. University of Northern Colorado; Greeley, CO.
February 11-15, 1974	IRTS (International Radio and Television Society, Inc.) Fourth Annual Faculty/Industry Seminar: "Problems and Solutions in Broadcast Station Management." Tarrytown Conference Center, NY.
February 19-21, 1974	Georgia ITV, Atlanta Public Schools, Westinghouse (VIDAC). Atlanta, GA.
March 13-15, 1974	National Educational Technology Conference. San Francisco, CA.
March 17-24, 1974	AECT (Association for Educational Communications and Technology). Atlantic City, NJ.
March 28, 1974	RMPBN (Rocky Mountain Public Broadcast Network) Spring Meeting. KAET-TV, Arizona State University; Tempe, AZ.
April 2-3, 1974	CPB (Corporation for Public Broadcast), Washington, DC. Three Presentations; PBS (Public Broadcast System), Washington, DC. Three Presentations.
April 16-17, 1974	NIE Review Team. Denver, CO.
April 22, 1974	Montana State University Open Seminar (45 people). Bozeman, MT.
April 24-26, 1974	International Conference on Non-Formal Education (MSU/AID). Michigan State University; East Lansing, MI.
April 26, 1974	Montana Governors' Advisory Council on Agriculture (30 people). Helena, MT.
April 29, 1974	Graduate School of Business, University of Colorado (135 people); Boulder, CO.
May 2, 1974	New Mexico State Agency Directors. Santa Fe, NM (31 people).
May 4-10, 1974	FRMS/AID Satellite Conference. Denver, CO.
May 15, 1974	Southern Educational Communications Association. Louisville, KY.

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May 15, 1974	Individually Guided Education Trainees; sponsored by Colorado Department of Education. Vail, CO (45 people).
May 16, 1974	University of Wyoming, College of Education Briefing (5 people). Laramie, WY.
May 23, 1974	ACNO (Advisory Council of National Organizations). Washington, DC.
May 24, 1974	Colorado State University Communications Classes. Fort Collins, CO.
May 28-29, 1974	Launch Symposium. Daytona Beach, FL.
May 30-31, 1974	NAEB (National Association of Educational Broadcasters) Instructional Conference. Washington, DC.
June 5, 1974	Graduate Class--Telecommunications; University of Northern Colorado (37 people). Federation of Rocky Mountain States, Inc. Conference Room; Denver, CO.
June 6, 1974	New Mexico State Agency Directors. Sante Fe, NM (19 people).
June 11, 1974	Sheraton Park; Washington, DC.
June 11, 1974	Video Systems Exposition and Conference. McCormick Place; Chicago, IL.
June 11, 1974	Space and Aeronautics Committee Hearings. Washington, DC.
June 19, 1974	Governors' Press Conference. Carson City, NV.
June 25, 1974	Galaxy III. Nashville, TN.
July 2, 1974	University of Wyoming, College of Education. Faculty Members and Graduate Students (50 people). Laramie, WY.
July 12, 1974	Colorado Broadcasters' Association. Steamboat Springs, CO.
July 31, Aug. 1, 1974	Rocky Mountain Public Broadcast Network. Summer Meeting. Moscow, ID.
August 3, 1974	RMPBN Meeting. Park City, UT.
September 6, 1974	IEEE (Institute of Electrical and Electronic Engineers). Boulder, CO.
September 11-17, 1974	Presentation to Educational Policy Research Center: progress report on STD and its evaluation efforts. Syracuse, NY.

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September 16-17, 1974	Orientation meetings with Dr. David Krathwal, Dean, College of Education, Syracuse University and Dr. Larry Myers, Newhouse Center for Communications. Syracuse University; Syracuse, NY.
October 5, 1974	Northwest Regional Media Conference. Sun Valley, ID.
October 5, 1974	International Council of Fine Arts Deans. Brown Palace; Denver, CO.
October 9-11, 1974	WEST (Western Educational Society for Telecommunications) Conference. San Francisco, CA.
October 15, 1974	Boulder Kiwanis Club. Boulder, CO
November 25, 1974	Student Chapter of IEEE. Southern Colorado State College; Pueblo, CO (Approximately 50 students).
December 2, 1974	National Cable Television Association Satellite Subcommittee. Denver, CO.
December 5-6, 1974	Presentation to AAUW Curriculum Coordinators. Portland Public Schools; Portland, OR.
December 11, 1974	Rotary Club. Arvada, CO.
December 19, 1974	STD presentation of slide show, "Footprints" program, and tour of facilities for Satellite Consortium Participants. STD; Denver, CO.
December 20, 1974	Area Superintendents Council. Jefferson County Schools; Denver, CO.
January 11, 1975	RMCPB Board meeting: presentation on STD and PSSC. Salt Lake City, UT.
January 15, 1975	Presentation of STD to Advisory Council. Columbine High School; Lakewood, CO.
January 29, 1975	Boulder Valley Schools Librarians. Boulder, CO.
January 22, 1975	Presentation of STD to Advisory Council. Carmody Junior High School; Lakewood, CO.
February 10, 1975	Presentation to class of Current Issues in Education. Metropolitan State College; Denver, CO.
February 12-14, 1975	Colorado Broadcasters Association; Colorado Springs, CO.
February 21-27, 1975	Martin Marietta/STD Mobile Display at Career Exploration Fair as educational exhibit. Currigan Hall; Denver, CO.
February 25, 1975	KNME-TV; Albuquerque, NM.
February 26, 1975	KENW-TV; Portales, NM.
February 28, 1975	Telecommunications Council Meeting; Salt Lake City, UT.

March 8, 1975	Live telephone broadcast for the Ray Brahm Show. KABC Radio; Los Angeles, CA.
March 8, 1975	TESOL (Teachers of English to Speakers of Other Languages) Conference. Los Angeles, CA.
March 19-20, 1975	American Medical Society Rural Health Conference. Roanoke, VA.
March 23, 1975	Presentation arranged by City of Boulder CATV officers to 25 community leaders. Boulder, CO.
March 31-April 3, 1975	Southern Educational Communications Association Conference. Hot Springs, AR.
March 10, 1975	Advisory Council at National Organizations. Washington, DC.
March 11-12, 1975	Contacts with several national organizations to update information on STD. Contacts included NEA, JCET, CPB, PBS, NPR, AND USIA.
April 1-3, 1975	International Community Education Conference. El Paso, TX.
April 1-2, 1975	AERA Research/Evaluation Symposia. Washington, DC. Presenters included ARC, WAMI, Communications Research-Stanford, and STD. Moderator was NIE.
April 10, 1975	STD Report to RMPBN Meeting. Albuquerque, NM.
April 11, 1975	Presentation to Goddard Memorial Symposium. Washington, DC.
April 13-17, 1975	AECT (Association for Educational Communications and Technology) Conference. Dallas, TX.
April 21, 1975	Presentation to Governor Apodaca. Santa Fe, NM.
April 24, 1975	Presentation to California Audio/Visual Educational Dealers Association. Los Angeles, CA.
April 25, 1975	Council for Exceptional Children. Los Angeles, CA.
April 26-May 1, 1975	Peacesat Conference. Honolulu, Hawaii.
May 22-23, 1975	Fourth Annual Publi-Cable Conference. Louisville, KY.
June 3, 1975	Testimony presented to Communications and Power Subcommittee; Washington, DC.
June 2-5, 1975	Conference on "University Applications of Satellite/Cable Technology Conference." University of Wisconsin; Madison, WI.

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APPENDIX C

SCHEDULE FOR MARTIN MARIETTA/STD MOBILE DISPLAY

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SCHEDULE FOR MARTIN MARIETTA/STD MOBILE DISPLAY

August 28-30, 1974	Wyoming State Fair. Douglas, WY. Audience: General Public.
September 2-5, 1974	FRMS 10th Annual Meeting. East Glacier, MT. Audience: Personnel from government, private enterprise, universities, and institutions.
September 11-21, 1974	New Mexico State Fair. Albuquerque, NM. Audience: General Public.
October 2, 1974	STD Office Complex at Diamond Hill. Transfer from Martin Marietta to STD. Denver, CO.
October 19, 1974	Cable TV Conference. Boulder, CO. Audience: 500 participants and guests.
October 20-22, 1974	Colorado Library Association Convention. Regency Inn; Denver, CO. Audience: 750 participants and guests.
October 25-Nov. 11, 1974	Arizona State Fair. Phoenix, AZ. Audience: General Public.
November 14, 1974	Special Presentation to Space and Missiles Systems Organization (SAMSO). Los Angeles, CA. Audience: Management of SAMSO.
November 17-20, 1974	National Association of Educational Broadcasters 50th Convention. Las Vegas, NV. Audience: NAEB participants, cross section of educators, broadcasters, etc. interested in telecommunications.
November 21, 1974	Exhibit to administrative personnel of the State Department of Education. Needles, CA. Also in attendance were school board members, teachers, administrators, and students from various school districts.
November 22-28, 1974	Tour through the state of Nevada, including Carson City, Reno, Winnemucca, Battle Mountain, Carlin, Elko, and Wells.
December 2, 1974	South Cache Junior High School; Hyrum, UT. Viewed and visited by students and teachers.
December 3-4, 1974	Utah State University; Logan, UT. Visited by over 500 people.
December 5-6, 1974	University of Utah (KUED-TV); Salt Lake City, UT. Display visited by approximately 1,400 people.

December 9-10, 1974	Brigham Young University (KBVU); Provo, UT. Display visited by approximately 2,000 people.
December 15, 1974- January 10, 1975	National Bureau of Standards of the Department of Commerce. Boulder, CO.
January 15-16, 1975	Columbine High School; Littleton, CO. Display for students and faculty.
January 17, 1975	Ken Caryl High School; Littleton, CO. Display for students and faculty.
January 20-21, 1975	Bear Creek High School; Littleton, CO. Display for students and faculty.
January 22, 1975	Carmody Junior High School; Lakewood, CO. Display for students and faculty.
January 23, 1975	Colorado State University; Fort Collins, CO. Display for students and faculty.
January 24-25, 1975	University of Northern Colorado; Greeley, CO. Display for students and faculty.
February 10, 1975	Cherry Creek West High School; Denver, CO. Display for students and faculty.
February 11, 1975	Walnut Hills Elementary School; Denver, CO. Display for students and faculty.
February 12, 1975	Walt Whitman Elementary School; Denver, CO. Display for students and faculty for half day.
March 10, 1975	Peabody Elementary; Denver, CO. Display for students and faculty.
March 11, 1975	Sheridan Middle School & South Elementary; Englewood, CO. Display for students and faculty.
March 12, 1975	Mission Viejo Elementary School; Littleton, CO. Display for students and faculty.
March 13, 1975	Mark Hopkins Elementary; Littleton, CO. Display for students and faculty.
April 8-16, 1975	Tour through state of Montana for display in local communities including Hardin, Billings, Roundup, Harlowton, White Sulphur Springs, Townsend, Belgrade.
April 17-18, 1975	On display and utilized for receiving satellite feed in Bozeman, MT, at meetings of the Mountain States Regional Medical Program.
April 19-29, 1975	Tour through states of Montana and Wyoming for display in local communities including Livingston, Big Timber, Laurel, Powell, Cody, Worland, Thermopolis, Lander, Raw- lins, Saratoga, Laramie, Cheyenne.

May 5, 1975	Centennial School; Littleton, CO. Display for students and faculty.
May 28, 1975	Fort Lupton High School; Fort Lupton, CO. Display to students and faculty.
May 29, 1975	Eugene Field Elementary; Littleton, CO. Display to students and faculty.
July 2-5, 1975	On display for the National Education Association Convention. Los Angeles, CA.
July 21-23, 1975	American Institute of Aeronautics and Astronautics Conference on Communications Satellites for Health and Education; Brown Palace. Denver, CO.
August 26-28, 1975	American Astronautical Society, Space Shuttle Mission of the Eighties Conference. Brown Palace; Denver, CO.

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APPENDIX D

SPECIAL SATELLITE PRESENTATIONS

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SPECIAL SATELLITE PRESENTATIONS

July 9, 1974	One-half hour presentation via satellite. Academy of Engineers, Space Applications Board. Aspen, CO (7-8 hours editing and program time).
July 18, 1974	One-half hour presentation. Wernher von Braun/Law feed to NASA. (8 hours production time).
July 31, 1974	One-half hour presentation to "The Hill," gathering of individuals from the private sector, the legislative and executive branches of the federal government, and various regulatory agencies. (14-15 production hours).
August 8, 1974	Nixon's resignation speech. Feed to Juneau, AK only.
August 12, 1974	Ford's acceptance speech. Feed to Juneau, AK only.
September 5, 1974	Special 45-minute presentation to FRMS 10th Annual Meeting in East Glacier, MT (9 hours production time).
September 24, 1974	DemoHET. 14-minute presentation. Washington, DC. (10 hours production time).
October 15, 1974	Special 45-minute presentation to IEEE (Institute of Electronic and Electrical Engineers). (8 hours production time).
October 25, 1974	DemoRuss. 45-minute presentation to HEW and Washington Veterans Administration. Special HET Demonstration for Russian Minister of Health. (Production time: 6 hours for preparing audio feeds).
November 13, 1974	SAMSO (Space and Missile Systems Organization) Headquarters; Los Angeles, CA. A 2-hour 10-minute presentation involving Dr. Wernher von Braun, Corporate Vice-President for Engineering and Development, Fairchild Industries; Laurence J. Adams, Vice-President and General Manager, Denver division Martin Marietta; Dr. Charles E. Carnahan, Vice-President in charge of Titan launch vehicles, Denver Division of Martin Marietta; Dr. George Morgenthaler, Vice-President, Operations, Denver Division, Martin Marietta; and Lt. General Kenneth W. Schultz, Commander, SAMSO, United States Air Force.
November 14, 1974	Special 50-minute presentation to the Society of Motion Picture and Television Engineers (SMPTE) in Toronto, Canada. (Production time: 8 hours).

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November 19, 1974	Special 30-minute presentation to the National Association of Educational Broadcasters (NAEB) Convention in Las Vegas, NV. Live Presentation consisting entirely of interaction between Las Vegas, Denver STD studios, Heber City, UT, and McCall, ID. (6-8 hours production time for preparing audio feeds).
January 14, 1975	President Ford's State of the Union Address to Alaska. 52 minutes.
January 28, 1975	Special satellite presentation to the Lincoln Center for the Performing Arts in New York City for participants and guests at the American Association for the Advancement of Science Convention (January 26-31). 45-minute presentation.
February 17, 1975	A 15-minute live satellite feed to committee from the U. S. House of Representatives on tour of NASA/Goddard Space Flight Center. Greenbelt, MD.
April 8, 1975	Two 30-minute satellite presentations to all STD sites by Dr. Gerald Soffen, Project Scientist for NASA's Viking Project.
April 18, 1975	Special 30-minute satellite broadcast to meetings of the Mountain States Regional Medical Program in Bozeman, MT.
May 13, 14, 15, 1975	Special 45-minute presentation entitled "NASA Profile." Program consisted of segments from each of the HET experimenters' programming to illustrate what each has done during its operational year. Presentation was broadcast to each of the HET experimenters. (10 hours editing and production time). Broadcast time: 5 hours.

APPENDIX E

VISITORS

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VISITORS

January 25, 1974 Harold Niven, Vice-President, Planning, National Association of Broadcasters.

February 12, 1974 Elizabeth Bailey, General Manager, KRWG-TV, Las Cruces, NM.

March 8, 1974 Jack Lemen, Executive Director, Nevada Educational Communications Commission.

March 12-13, 1974 Two-day intense orientation to STD and its research efforts provided to the three initially successful bidders on the external evaluation design contracts. Syracuse: Larry DeWitt, Gus Root. Botelle: George Tressel, Ralph Thomas. Practical Concepts: Larry Posner, Mr. Popper. NIE: Dick Holt. HEW, Telecommunications: Phil Balazs.

March 14, 1975 Ron Hawley, General Manager, KLVX-TV, Las Vegas, NV.

March 15, 1974 Don Upham, General Manager, KUAC-TV, Fairbanks, AK.

March 26, 1974 Rex Campbell, General Manager, KUED-TV, Salt Lake City, UT.

April 5, 1974 Frank Norwood, Executive Director, Joint Council on Educational Telecommunications.

April 8, 1974 Rhea Sikes, Educative Services Coordinator, Public Broadcasting Service, Washington, DC.

April 9, 1974 Armand Hunter, Director, Continuing Education Services, Michigan State University, East Lansing, MI.

Martin Chamberlain, Assistant Chancellor, Extended Studies, University of California, San Diego, CA.

David L. Phillips, Director of Broadcasting, Pennsylvania State University, University Park, PA.

C. H. Lawshe, Vice-President, Purdue University, West Lafayette, IN.

Alexander Charters, Professor of Adult Education, Syracuse University, Syracuse, NY.

May 6, 1974 Hartford Gunn, President, Public Broadcasting Service, Washington, DC.

May 9-10, 1974 Dr. Harold Mendelsohn, Dr. Casper Paulson, Dr. Dale Hamreus for annual meeting of National Research Advisory Board. (Purpose: Review and refine strategies for field implementation of evaluation efforts with particular attention addressed to formative efforts.)

May 13, 1974 George Geesey, Wayne Hefrick, Dick Cassidy,
National Public Radio, Washington, DC.

May 18, 1974 Cal Watson, George Stein of Corporation for
Public Broadcasting, Washington, DC.

May 29, 1974 Ralph Rogers, Ed Pfister, Chalmers Marquis,
Public Broadcasting System, Washington, DC.

John Schwada, President, Arizona State University,
Tempe, AZ.

Robert Ellis, KAET-TV, Tempe, AZ.

June 3-4, 1974 Jake Loewens, Lethbridge, Alberta, Canada,
Public Schools.

June 11, 1974 Mrs. Cindy Britton, Indian Health Services,
Tanana, AK.

June 14, 1974 Frank Carlucci, Undersecretary, HEW; Ruland
Garfield, Regional Director, HEW; Marcia Myer,
Special Assistant to Mr. Carlucci.

June 17, 1974 Mountain Bell, Denver, CO: Six visitors, in-
cluding President R. K. Timothy. (Visit
arranged by FRMS.)

June 19, 1974 Jefferson County Schools, CO.

June 20, 1974 Don Witten, Public Affairs Office, Goddard Space
Flight Center, Greenbelt, MD.

June 27, 1974 ACNO Task Force on Early Childhood, CPB: Sister
Rosemary Keegan, Mrs. Edna Oliver, Mrs. William Hurd.

June 28, 1974 Grant Ellis, International Video Corporation,
Sunnyvale, CA.

July 2, 1974 National Iranian Radio and TV: Dr. Farhad Saba,
Managing Director; Mrs. Iraj-Barkhordar, Producer
of Radio Programs; Mrs. Ravshan Parvin, Producer,
Children's Programs; Miss Nonire Alizade, Producer,
Biology Programs.

July 10, 1974 John Toli, ATS Project Manager; Don Witten, Public
Affairs, Goddard Space Flight Center, Greenbelt, MD.

Dr. Hoffman, Chairman, Department of Math, University
of Denver, CO; Ruth Patton and Rick Yuskaitis, staff
members, University of Denver.

July 11, 1974 Dick LaFever, Principal, Busby Elementary School,
Busby, MT.

July 17, 1974 Dr. Anderton, Professor of Mass Communications, Univer-
sity of Colorado, Denver; one other faculty member and
class of thirteen students.

July 17, 1975	Art Dimmitt, Deputy Coordinator, New Mexico Regional Medical Program, University of New Mexico, Albuquerque, NM.
July 24, 1974	Elizabeth Young, Director of Station Relations, National Public Radio, Washington, DC.
July 26, 1974	Donald C. Findlay, Associate Director, Center for Vocational and Technical Education, Ohio State University, Columbus, OH.
July 29, 1974	William Dale, Education Development Center, Newton, MA.
July 30, 1974	Dave Reynolds and Bill Braziel, Telecommunications, Inc., Sam Mackey, Teacher, Dulce, NM.
August 1,2,5, 1974	M. I. Malik, Director of TV Training for All India Radio, New Delhi, India.
August 19-20, 1974	Jim Lacey, NASA, Goddard Space Flight Center, Greenbelt, MD.
August 20, 1974	Dale Scott, Deputy Project Manager for ATS-6, Goddard Space Flight Center.
August 22, 1974	Harry Tetter, Executive Director, Appalachian Regional Commission. Rob Shuman, Deputy Director, Appalachian Satellite Project.
August 28, 1974	Anne Marie Hieronimus and Michel J. Aubert, International Affairs, American Bureau, French Space Agency.
September 3, 1974	Pat Corrigan and Bob Wales, Goddard Space Flight Center, Greenbelt, MD. Dr. Brubb, NOAA, Boulder, CO. Dr. Hartment, Max Plank Institute, Berlin, Germany.
September 3-6, 1974	Dr. O. P. Rustogi, Experimental Satellite Communications, Ahmedabad, India.
September 4-6, 1974	Dr. Roy Minnis, Adult Education Officer, Region VII, Denver, CO. Twelve USOE Senior Adult Education Officers from USOE regions.
September 9, 1974	John Dixon, Senior Engineer, Australian Broadcast Board.
September 12, 1974	Dr. Frederick Hartley, Mass Communications Officer, U. S. State Department, Washington, DC.
September 16-18, 1974	Commercial Network Engineers: Warren C. Phillips, Manager, Network Transmissions, NBC, New York; Jim Parker, CBS Engineering, New York; John Serafin, Technical Operations, ABC, New York.

September 25, 1974 Early Childhood Task Force: Sister Rosemary Keegan and five group members.

October 2, 1974 Laurence J. Adams, Vice-President and General Manager, Aerospace Division, Martin Marietta Aerospace.
Thom Callan, Contracts Director for Launch Vehicles, Martin Marietta Aerospace, Denver Division.

October 2, 1974 Noble Freder, Longmont Public Schools, Media Office, Longmont, CO.

October 3, 1974 Thomas P. Flannery, Jr., Contract Specialist, Navajo Division of Education for Navajo Tribe at Window Rock, AZ.

October 2-3, 1974 Communications Technology Satellite Users Meeting #6: NASA, Goddard; NASA, Lewis; COMSAT: New York State Education Department; NASA, Ames Research Center; Dental Health Center; American National Red Cross; Appalachian Regional Commission; SALINET; FRMS; Veterans Administration; University of Washington; Office of Information, Armed Forces; Westinghouse Electric.

October 2-4, 1974 Saudi Arabian Visitors, King Faisal Royal Air Academy, Kingdom of Saudi Arabia: Colonel Al Hungary, Lt. Col. Henaidy, Samir Najd.

October 4, 1974 R. C. Powell, Office of Telecommunications, Boulder, CO; P. I. Wells, Department of Commerce, Boulder; A. Glenn Hanson, Department of Commerce, Boulder; H. F. Taylor, Air Force Eastern Test Range, Patrick AFB, FL; George C. Stephens, USACC Det-FAMC, Denver, CO; Gene G. Ax, Department of Commerce, OT/PSO, Boulder.

October 5, 1974 Henry Loomis, President, Corporation for Public Broadcasting, and Mrs. Loomis, Washington, DC.

October 18, 1974 Encyclopaedia Britannica, Chicago, IL: Gale Epperson, Denver, CO; Lael Carter, Regional Manager of the five Rocky Mountain States; Owen Johnson, Vice-President of Sales, Chicago, IL.
Berry Barnes, Metropolitan State College, Denver, CO.

October 22, 1974 Craig Peterson, Chief Council/Clerk, U. S. Senate, Committee on Aeronautical and Space Sciences (Senator Moss's Office).

October 29-31, 1974 NHK (Japan Broadcasting Corporation) Engineers: Michikiyo Takahashi, Senior Engineer, Technical Headquarters; Shigeru Toyosaki, Assistant Manager, Technical Headquarters.

October 29, 1974 Kevin Arundel, Assistant to Lawrence Grayson, National Institute of Education, Washington, DC.

October 29-31, 1974 Fred Baldwin and Steve Porter, Educational Policy Research Center at Syracuse, NY.

November 4, 1974 Robert Fisher, Creative Communications Service.

November 7, 1974 Western Union/Hughes Aircraft meeting: Personnel from both organizations, NASA, HEW, and HET experimenters.

November 11, 1974 Peter Bailey, Director of Television Service, University of Sydney, Sydney, Australia.

November 12, 1974 Nkwansi Kiaiula, Director of Education, Zaire, Africa.

November 21, 1974 KUAC-TV, Fairbanks, AK: Myron Tisdell, Director of Production and Public Affairs; Hank Hove, Director of Engineering; Paul Hartman, Director of Programming, Alaskan Education Project.

November 25, 1974 Richard Gore, National Geographic Magazine, Washington, DC.

December 2, 1974 NCTA Satellite Committee Board of Directors: Joe Hedley, NASA, Washington, DC; David Davis, Ford Foundation, New York, NY.

December 15, 1974 Bert Cowlan, Consultant, New York, NY; Dennis Foote, Stanford University, Palo Alto, CA.

December 16, 1974 External Evaluation Team, Syracuse, NY: Fred Baldwin, John Hudder, and Marshall Jamison.

December 18, 1974 Donald Quayle, Corporation for Public Broadcasting, Washington, DC.

January 6, 1975 United States Senate: Frank E. Moss (D), Utah; Floyd K. Haskell (D), Colorado; Pete V. Domenici (R), New Mexico.

January 9, 1975 Manning High School, Jefferson County School District, CO: Don Bailey and Gene Hensel, Science Teachers.

January 15, 1975 Dennis Foote, Stanford University, Palo Alto, CA.

January 20-21, 1975 Bob Bartlett, Deputy Director of Operations, NASA/Goddard, Greenbelt, MD.

January 23, 1975 Robert M. Hart, Vice-Chairman of the Board, Mountain Banks Limited, Boulder, CO.

January 24, 1975 Del Smith and Woody Zinc, NASA; Ken Kissens, ATS Operations Manager, NASA; Jim Brown, NASA technician; Cecil Barker, President, OAO Corporation.

January 27, 1975 Educational Development Corporation, Austin, TX: Ms. Reeve Love and Mrs. Grace Herring.

January 30, 1975	American Women in Radio and Television, Denver, CO. Women in Communications. Denver, CO. (60 guests.)
January 31, 1975	Administration and Broadcast Staff, University of Northern Colorado, Greeley, CO.
February 7, 1975	Coordinating Office for the Regional Resource Centers (CORRC), University of Kentucky: Boris Bogatz, Joe Todd, and Bill Wilson.
February 14, 1975	Loretta Heights College, Denver, CO, Educational Media Class: Dave Mancini, Instructor, and 10 people.
February 27-28, 1975	Ray Wormwood, NIE, Washington, DC.
March 12, 1975	Colorado Broadcasters Association Board of Directors.
March 11-12, 1975	Fred Baldwin, Educational Policy Research Center, Syracuse, NY.
March 18, 1975	Jose Finocchiaro, Argentina, International Educational Development. Program sponsored by HEW.
March 24-26, 1975	Dr. Harold Mendelsohn, Dr. Casper Paulson, Dr. Dale Hamreus, and Ms. Naomi McIntosh, STD Research. Advisory Board Annual Meeting.
April 9, 1975	Colonel Frank A. Hart, President, Combat Arms Train- ing Board, Fort Benning, GA.
April 11, 1975	Doug Sjogren, Consultant for Educational Policy Research Center, Fort Collins, CO. (Purpose: Review evaluation methodology.)
April 17, 1975	Rein Van Rooij, Editor and Publisher, TeleVizier Amsterdam-C, Holland; Ben van Merrendonk, Correspondent, Televizier.
April 18, 1975	Telecommunications Round Table, Colorado Library Assoc.
April 23, 1975	Lauren Krogh, Boeing Company, Seattle, WA.
April 24, 1975	RMPBN Board Members.
April 25, 1975	Doug Sjogren, Consultant for Educational Policy Research Center, Fort Collins, CO.
May 1, 1975	Mental Health Association of Colorado, Denver, CO.
May 2, 1975	Norman P. Hiestand, Manager, Major Program Marketing, Varian, San Carlos, CA; Stanley A. Kerr, District Manager, Phoenix Area Office, Varian, Scottsdale, AZ.
May 2, 1975	Edward L. Taylor, Vice-President, Westar Sales and Market Development, Western Union, Upper Saddle River, NJ.
May 2, 1975	Carolyn Byerly, Office of the Governor, State of Washington.

May 5, 1975

Edward J. Callahan, Jr., Director, Engineering and Development, American Television and Communications Corporation, Denver, CO.

Dr. Albert Horley, Project Officer, Office of Telecommunications Policy, HEW, Washington, DC.

Gary Grenier, University of Nebraska, Lincoln, NE.

Educational Policy Research Center, Syracuse, NY: Larry DeWitt and Gus Root.

May 6, 1975

Evelyn Gray, student, University of Colorado, Boulder, CO.

May 7, 1975

Ray Wormwood, Grants Officer, Contracts and Grants, NIE, Washington, DC.

May 9, 1975

Wiggins Elementary School, Wiggins, CO: Joanie Boggs and Dale Tedford, teachers, and 50 students.

May 12, 1975

Bureau of Indian Affairs Representatives: Jerry Tuttle, Regional Office, Albuquerque, NM (Director of Adult Education); Frank Hall, Central Office, Special Services; Bela Banathy and Don McCabe, Far West Labs.

May 16, 1975

Hughes Aircraft, Los Angeles, CA: Martin Gale and Tom Skukog.

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APPENDIX F

ARTICLES APPEARING
IN NATIONAL PUBLICATIONS

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ARTICLES APPEARING
IN NATIONAL PUBLICATIONS

- "Education's Rising Star" - Coyne, Walter; American Education; November, 1972.
- "Rocky Mountain CE Program is out of This World" - Katz, Elaine, Ed.; Career Education News; October 1, 1973.
- "Lectures from Space" - Colorado Business; October 15, 1973
- "Satellites: Teaching Technology Looks Up" - Lewis, Philip; Nation's Schools; October, 1973.
- "The Educational Technology Demonstration" - Bawer, Robert and Greg Pearson; Pursue; November-December, 1973.
- "Goodbye to the Great Divide" - Update; December, 1973.
- "No Longer Pie in the Sky" - TV Guide; April 6, 1975.
- "Satellite to Schools -- Some Via PTV Stations and Cable TV" - Broadcast Management/Engineering April, 1974.
- "Neglected Areas of Country Get Education via New Satellite" - The College Board News; September, 1974.
- "Interactive Satellite ATS-6 Brings People Together" - Broadcast Management/Engineering November, 1974.
- "Satellite: Utah's 'New Kid on the Block'" - Evans, DeAnn; Great Plains National Library Field Report; January-February, 1975.
- "Delivering Education by Satellite" - American Education; January-February, 1975.
- "Communication in Seven League Boots" - Bransford, Louis and Jean Nazzaro; Continuing Dialogue February, 1975.
- "IVC Equipment Plays Key Role in World Satellite Education Program" - Playback; March, 1975.
Television Digest; March 10, 1975.
- "Media Technology on Display at Lincoln Center" - Access; March 10, 1975
- "Teacher in the Sky" - Hendrickson, Walter B., Jr.; Phi Delta Kappa; April, 1975.

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APPENDIX G

PRESS CONFERENCES

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PRESS CONFERENCES

	<u>State Announcements of Participating STD Sites</u>
August 1, 1973	New Mexico
August 7, 1973	Wyoming
August 15, 1973	Utah
August 20, 1973	Idaho
August 30, 1973	Nevada
September 29, 1973	Colorado
October 3, 1973	Arizona
May 4, 1974	PBS/Teleprompter Mobile Ground Terminal Display Denver, CO
May 30, 1974	Launch of ATS-6 from Cape Canaveral. Closed circuit television of launch provided by NASA, Goddard Space Flight Center, and the Public Broadcasting Service.
June 19, 1974	Announcement of Don Rey Media Group and Teleprompter joining forces to carry STD programs. Principals in- cluded Governor Mike O'Callaghan (Nevada); Robert Ordonez, Don Rey, Las Vegas; Gary Nelson, Teleprompter Cable Television, Reno; and Dr. Gordon Law, Project Director, STD.
August 20, 1974	Announcement of "All Systems GO for STD." Principals included Governor Jack M. Campbell, FRMS; Dr. Gordon Law, STD; and Dale Scott, Deputy Project Manager for Goddard Space Flight Center, Greenbelt, MD.
October 2, 1974	Martin Marietta turnover of "Little Red School House" mobile display to STD. Principals included Dr. Gordon Law, Project Director, STD; Dr. Kenneth Lokey, Associate Project Director, STD; Laurence J. Adams, Vice-President and General Manager, Denver Division of Martin Marietta; Charles Carnahan, Vice-President in charge of Titan Launch Vehicles, Martin Marietta; and Thom Callan, Contracts Director for Launch Vehicles, Martin Marietta.
November 13, 1974	Conference with Dr. Werhner von Braun, Corporate Vice- President for Engineering and Development, Fairchild Industries at STD Denver studios for special satellite broadcast for SAMSO (Space and Missiles Systems Organi- zation) in Los Angeles, CA. Other participants were Dr. George Morgenthauer, Martin Marietta, Denver Divi- sion; Dr. Charles Carnahan, Martin Marietta, Denver Division; Dr. Gordon Law, STD; and Lt. General Kenneth W. Schultz, SAMSO, United States Air Force.
January 6, 1975	Press Conference with Senator Frank E. Moss (D), Utah; Senator Floyd K. Haskell (D), Colorado; and Senator Pete V. Domenici (R), New Mexico, visiting STD, Denver.

January 29, 1975

Satellite broadcast to the American Association for the Advancement of Science Annual Meeting at the Lincoln Center for the Performing Arts in New York City. Satellite presentation featured members of the Colorado Concert Ballet performing in the Denver STD studios.

February 20, 1975

Press Conference with Fred Rogers of "Mr. Rogers' Neighborhood," special guest on STD Footprints program.

April 8, 1975

Press Conference with Dr. Gerald Soffen, Project Scientist for NASA's Viking Project, at STD Denver studios for special satellite broadcast to STD sites.

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APPENDIX H

GENERAL NEWS RELEASES

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GENERAL NEWS RELEASES

May 31, 1973	Announcement of tentative sites/general information.
June 16, 1973	Release for RSi: RSi/FRMS Contract signed.
June 29, 1973	Reduction in Scope of STD.
July 3, 1973	Release announcing NSF grant to FRMS.
August 24, 1973	General information on STD.
September 19, 1973	Selection of 56 sites near completion.
October 17, 1973	Selection of sites complete (for NASIS Newsletter).
March 28, 1974	Rescheduling of launch.
May 23, 1974	Satellite shipped to Canaveral.
May 30, 1974	Launch of ATS-6.
August 20, 1974	Satellite Technology Demonstration (pre-service).
August 28, 1974	In-service training via satellite begins.
September 11, 1974	STD announces 10 evening programs.
September 17, 1974	STD to broadcast consumer information.
October 7, 1974	STD to broadcast interpersonal communications program.
October 31, 1974	STD to broadcast third evening program.
November 29, 1974	STD to broadcast program on cultures.
December 6, 1974	STD to broadcast career information.
December 20, 1974	STD to televise super-cooperatives.
January 8, 1975	Fred Rogers to appear on satellite broadcast.
January 20, 1975	STD to broadcast satellite program to New York.
February 10, 1975	Fred Rogers to appear on STD broadcast.
February 26, 1975	STD to broadcast health program.
March 20, 1975	FRMS/STD announce EMT programs.
March 26, 1975	STD to televise program on aging.
April 16, 1975	STD to wrap-up evening broadcasts via satellite.

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APPENDIX I

NEWS RELEASES FOR PUBLIC TELEVISION STATIONS

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NEWS RELEASES FOR PUBLIC TELEVISION STATIONS

August 13, 1974	General: PTV stations link with satellite project.
August 13, 1974	General: PTV stations to carry STD programs.
September 11, 1974*	STD announces 10 programs.
September 17, 1974*	STD to broadcast consumer information.
October 7, 1974*	STD to broadcast interpersonal communications program.
October 31, 1974*	STD to broadcast third evening program.
November 19, 1974*	STD to broadcast program on cultures.
December 6, 1974*	STD to broadcast career information.
December 20, 1974*	STD to televise super-cooperatives.
January 8, 1975*	Fred Rogers to appear on satellite broadcast.
February 10, 1975*	Fred Rogers to appear on STD broadcast.
February 26, 1975*	STD to broadcast health program.
March 26, 1975*	STD to televise program on aging.
April 16, 1975*	STD to wrap-up evening broadcasts via satellite.

*Also appears on listing of General News Releases

APPENDIX J
SPECIFIC NEWS RELEASES
BY STATES
TR 0132

SPECIFIC NEWS RELEASES

ARIZONA

October 3, 1973
October 3, 1973

General announcement of selection of sites.
Specific releases announcing participation
of each selected Arizona site.

COLORADO

September 29, 1973
September 29, 1973

General announcement of sites.
Specific releases announcing participation
of each selected Colorado site.

IDAHO

August 20, 1973
August 20, 1973

General announcement--six sites selected in
Idaho to participate in STD.
Announcement of sites at press conference.

NEVADA

August 30, 1973
August 30, 1973
June 19, 1974

General announcement of Nevada sites.
Specific releases announcing participation
of each selected Nevada site.
Don Rey/Teleprompter release.

NEW MEXICO

August 1, 1973
August 1, 1973
September 17, 1973

General announcement of New Mexico sites.
Specific releases announcing participation
of each selected New Mexico site.
Announcement of Valdez as New Mexico state
coordinator.

UTAH

August 15, 1973
August 15, 1973

General announcement of sites.
Specific releases announcing participation
of each selected Utah site.

WYOMING

August 7, 1973
August 7, 1973

General announcement of Wyoming sites.
Specific releases announcing participation
of each selected Wyoming site.