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, telecommunications agencies; (5) developing brochures, displays, and media shows; (6) striving for in-depth 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 appendices 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)
SATELLITE TECHNOLOGY DEMONSTRATION

FEDERATION OF ROCKY MOUNTAIN STATES, INC.

technical report

TR 0132

PUBLIC INFORMATION -
THE PLAN
ITS EXECUTION
THE RESULTS

ROBERT A. MOTT

HELEN LAUCK
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 print-
ing 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 infor-
mation 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 Coordina-
tors 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)
**EXTERNAL PRESENTATIONS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 21, 1974</td>
<td>Whitehall, MT; Rotary Club (40 people).</td>
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<tr>
<td>January 24, 1974</td>
<td>SMPTE (Society of Motion Picture and Television Engineers) Winter TV Conference; Denver, CO.</td>
</tr>
<tr>
<td>January 25, 1974</td>
<td>Mid-Year Educational Conference. University of Northern Colorado; Greeley, CO.</td>
</tr>
<tr>
<td>February 19-21, 1974</td>
<td>Georgia ITV, Atlanta Public Schools, Westinghouse (VIDAC). Atlanta, GA.</td>
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<tr>
<td>March 17-24, 1974</td>
<td>AECT (Association for Educational Communications and Technology). Atlantic City, NJ.</td>
</tr>
<tr>
<td>March 28, 1974</td>
<td>RMPBN (Rocky Mountain Public Broadcast Network) Spring Meeting. KAET-TV, Arizona State University; Tempe, AZ.</td>
</tr>
<tr>
<td>April 2-3, 1974</td>
<td>CPB (Corporation for Public Broadcast), Washington, DC. Three Presentations; PBS (Public Broadcast System), Washington, DC. Three Presentations.</td>
</tr>
<tr>
<td>April 16-17, 1974</td>
<td>NIE Review Team. Denver, CO.</td>
</tr>
<tr>
<td>April 22, 1974</td>
<td>Montana State University Open Seminar (45 people). Bozeman, MT.</td>
</tr>
<tr>
<td>April 24-26, 1974</td>
<td>International Conference on Non-Formal Education (MSU/AID). Michigan State University; East Lansing, MI.</td>
</tr>
<tr>
<td>April 26, 1974</td>
<td>Montana Governors’ Advisory Council on Agriculture (30 people). Helena, MT.</td>
</tr>
<tr>
<td>April 29, 1974</td>
<td>Graduate School of Business, University of Colorado (135 people); Boulder, CO.</td>
</tr>
<tr>
<td>May 2, 1974</td>
<td>New Mexico State Agency Directors. Santa Fe, NM (31 people).</td>
</tr>
<tr>
<td>May 4-10, 1974</td>
<td>FRMS/AID Satellite Conference. Denver, CO.</td>
</tr>
<tr>
<td>May 15, 1974</td>
<td>Southern Educational Communications Association. Louisville, KY.</td>
</tr>
</tbody>
</table>
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 24, 1974  Colorado State University Communications Classes. Fort Collins, CO.

May 28-29, 1974  Launch Symposium. Daytona Beach, FL.


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.
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.


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  
oficers 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, NAMI, 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 Sub-  
committee; Washington, DC.

June 2-5, 1975  Conference on "University Applications of Satellite/  
Cable Technology Conference." University of Wisconsin;  
Madison, WI.
APPENDIX C

SCHEDULE FOR MARTIN MARIETTA/STD MOBILE DISPLAY

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<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Audience: General Public.</td>
</tr>
<tr>
<td>September 2-5, 1974</td>
<td>FRMS 10th Annual Meeting. East Glacier, MT.</td>
</tr>
<tr>
<td></td>
<td>Audience: Personnel from government, private enterprise, universities, and institutions.</td>
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<tr>
<td>September 11-21, 1974</td>
<td>New Mexico State Fair. Albuquerque, NM.</td>
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<tr>
<td></td>
<td>Audience: General Public.</td>
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<tr>
<td>October 2, 1974</td>
<td>STD Office Complex at Diamond Hill. Transfer from Martin Marietta to STD. Denver, CO.</td>
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<tr>
<td>October 19, 1974</td>
<td>Cable TV Conference. Boulder, CO.</td>
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<td></td>
<td>Audience: 500 participants and guests.</td>
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<tr>
<td>October 20-22, 1974</td>
<td>Colorado Library Association Convention. Regency Inn; Denver, CO.</td>
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<tr>
<td></td>
<td>Audience: 750 participants and guests.</td>
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<tr>
<td>October 25-Nov. 11, 1974</td>
<td>Arizona State Fair. Phoenix, AZ.</td>
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<tr>
<td></td>
<td>Audience: General Public.</td>
</tr>
<tr>
<td>November 14, 1974</td>
<td>Special Presentation to Space and Missiles Systems Organization (SAMSO). Los Angeles, CA.</td>
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<tr>
<td></td>
<td>Audience: Management of SAMSO.</td>
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<tr>
<td>November 17-20, 1974</td>
<td>National Association of Educational Broadcasters 50th Convention. Las Vegas, NV.</td>
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<tr>
<td></td>
<td>Audience: NAEB participants, cross section of educators, broadcasters, etc. interested in telecommunications.</td>
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<tr>
<td>November 21, 1974</td>
<td>Exhibit to administrative personnel of the State Department of Education. Needles, CA.</td>
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<tr>
<td></td>
<td>Also in attendance were school board members, teachers, administrators, and students from various school districts.</td>
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<tr>
<td>November 22-28, 1974</td>
<td>Tour through the state of Nevada, including Carson City, Reno, Winnemucca, Battle Mountain, Carlin, Elko, and Wells.</td>
</tr>
<tr>
<td>December 2, 1974</td>
<td>South Cache Junior High School; Hyrum, UT. Viewed and visited by students and teachers.</td>
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<tr>
<td>December 3-4, 1974</td>
<td>Utah State University; Logan, UT. Visited by over 600 people.</td>
</tr>
<tr>
<td>December 5-6, 1974</td>
<td>University of Utah (KUED-TV); Salt Lake City, UT. Display visited by approximately 1,400 people.</td>
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<tr>
<td>Date Range</td>
<td>Location/Details</td>
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<tr>
<td>December 9-10, 1974</td>
<td>Brigham Young University (KBYU); Provo, UT. Display visited by approximately 2,000 people.</td>
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<tr>
<td>December 15, 1974-</td>
<td>National Bureau of Standards of the Department of Commerce; Boulder, CO.</td>
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<tr>
<td>January 10, 1975</td>
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<td>January 15-16, 1975</td>
<td>Columbine High School; Littleton, CO. Display for students and faculty.</td>
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<tr>
<td>January 17, 1975</td>
<td>Ken Caryl High School; Littleton, CO. Display for students and faculty.</td>
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<tr>
<td>January 20-21, 1975</td>
<td>Bear Creek High School; Littleton, CO. Display for students and faculty.</td>
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<tr>
<td>January 22, 1975</td>
<td>Carmody Junior High School; Lakewood, CO. Display for students and faculty.</td>
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<tr>
<td>January 23, 1975</td>
<td>Colorado State University; Fort Collins, CO. Display for students and faculty.</td>
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<tr>
<td>January 24-25, 1975</td>
<td>University of Northern Colorado; Greeley, CO. Display for students and faculty.</td>
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<tr>
<td>February 10, 1975</td>
<td>Cherry Creek West High School; Denver, CO. Display for students and faculty.</td>
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<tr>
<td>February 11, 1975</td>
<td>Walnut Hills Elementary School; Denver, CO. Display for students and faculty.</td>
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<tr>
<td>February 12, 1975</td>
<td>Walt Whitman Elementary School; Denver, CO. Display for students and faculty for half day.</td>
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<tr>
<td>March 10, 1975</td>
<td>Peabody Elementary; Denver, CO. Display for students and faculty.</td>
</tr>
<tr>
<td>March 11, 1975</td>
<td>Sheridan Middle School &amp; South Elementary; Englewood, CO. Display for students and faculty.</td>
</tr>
<tr>
<td>March 12, 1975</td>
<td>Mission Viejo Elementary School; Littleton, CO. Display for students and faculty.</td>
</tr>
<tr>
<td>March 13, 1975</td>
<td>Mark Hopkins Elementary; Littleton, CO. Display for students and faculty.</td>
</tr>
<tr>
<td>April 8-16, 1975</td>
<td>Tour through state of Montana for display in local communities including Hardin, Billings, Roundup, Harlowton, White Sulphur Springs, Townsend, Belgrade.</td>
</tr>
<tr>
<td>April 17-18, 1975</td>
<td>On display and utilized for receiving satellite feed in Bozeman, MT, at meetings of the Mountain States Regional Medical Program.</td>
</tr>
<tr>
<td>April 19-29, 1975</td>
<td>Tour through states of Montana and Wyoming for display in local communities including Livingston, Big Timber, Lauret, Powell, Cody, Worland, Thermopolis, Lander, Rawlins, Saratoga, Laramie, Cheyenne.</td>
</tr>
</tbody>
</table>
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.
APPENDIX D

SPECIAL SATELLITE PRESENTATIONS

TR 0132
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).
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
TR 0132
VISITORS

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

February 12, 1974
Elizabeth Bailey, General Manager, KRHW-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.


            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, H.E.W.; Ruland Garfield, Regional Director, H.E.W.; Marcia Myer, Special Assistant to Mr. Carlucci.

June 17, 1974  Mountain Bell, Denver, CO: Six visitors, including 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, University of Colorado, Denver; one other faculty member and class of thirteen students.

E-2
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 Planck 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 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 Freden, 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 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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>October 29-31, 1974</td>
<td>Fred Baldwin and Steve Porter, Educational Policy Research Center at Syracuse, NY.</td>
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<tr>
<td>November 4, 1974</td>
<td>Robert Fisher, Creative Communications Service.</td>
</tr>
<tr>
<td>November 7, 1974</td>
<td>Western Union/Hughes Aircraft meeting: Personnel from both organizations, NASA, HEW, and HET experimenters.</td>
</tr>
<tr>
<td>November 11, 1974</td>
<td>Peter Bailey, Director of Television Service, University of Sydney, Sydney, Australia.</td>
</tr>
<tr>
<td>November 12, 1974</td>
<td>Nkwansi Kiaiula, Director of Education, Zaire, Africa.</td>
</tr>
<tr>
<td>November 21, 1974</td>
<td>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.</td>
</tr>
<tr>
<td>November 25, 1974</td>
<td>Richard Gore, National Geographic Magazine, Washington, DC.</td>
</tr>
<tr>
<td>December 15, 1974</td>
<td>Bert Cowlan, Consultant, New York, NY; Dennis Foote, Stanford University, Palo Alto, CA.</td>
</tr>
<tr>
<td>December 18, 1974</td>
<td>Donald Quayle, Corporation for Public Broadcasting, Washington, DC.</td>
</tr>
<tr>
<td>January 6, 1975</td>
<td>United States Senate: Frank E. Moss (D), Utah; Floyd K. Haskell (D), Colorado; Pete V. Domenici (R), New Mexico.</td>
</tr>
<tr>
<td>January 15, 1975</td>
<td>Dennis Foote, Stanford University, Palo Alto, CA.</td>
</tr>
<tr>
<td>January 20-21, 1975</td>
<td>Bob Bartlett, Deputy Director of Operations, NASA/Goddard, Greenbelt, MD.</td>
</tr>
<tr>
<td>January 23, 1975</td>
<td>Robert M. Hart, Vice-Chairman of the Board, Mountain Banks Limited, Boulder, CO.</td>
</tr>
<tr>
<td>January 27, 1975</td>
<td>Educational Development Corporation, Austin, TX: Ms. Reeve Love and Mrs. Grace Herring.</td>
</tr>
</tbody>
</table>
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 Training 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 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.
APPENDIX F

ARTICLES APPEARING
IN NATIONAL PUBLICATIONS

TR 0132
ARTICLES APPEARING
IN NATIONAL PUBLICATIONS


"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


"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.


"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

APPENDIX G

PRESS CONFERENCES

TR 0132
PRESS CONFERENCES

State Announcements of Participating STD Sites

- New Mexico
  - August 1, 1973
- Wyoming
  - August 7, 1973
- Utah
  - August 15, 1973
- Idaho
  - August 20, 1973
- Nevada
  - August 30, 1973
- Colorado
  - September 29, 1973
- Arizona
  - October 3, 1973

- PBS/Teleprompter Mobile Ground Terminal Display
  - Denver, CO
  - May 4, 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.

Announcement of Don Rey Media Group and Teleprompter joining forces to carry STD programs. Principals included Governor Mike O'Callaghan (Nevada); Robert Ordonez, Don Rey, Las Vegas; Gary Nelson, Teleprompter Cable Television, Reno; and Dr. Gordon Law, Project Director, STD.

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.

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.

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 Organization) in Los Angeles, CA. Other participants were Dr. George Morgenthaler, Martin Marietta, Denver Division; Dr. Charles Carnahan, Martin Marietta, Denver Division; Dr. Gordon Law, STD; and Lt. General Kenneth W. Schultz, SAMSO, United States Air Force.

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 6, 1975
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>January 29, 1975</td>
<td>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.</td>
</tr>
<tr>
<td>February 20, 1975</td>
<td>Press Conference with Fred Rogers of &quot;Mr. Rogers' Neighborhood,&quot; special guest on STD Footprints program.</td>
</tr>
<tr>
<td>April 8, 1975</td>
<td>Press Conference with Dr. Gerald Soffen, Project Scientist for NASA's Viking Project, at STD Denver studios for special satellite broadcast to STD sites.</td>
</tr>
</tbody>
</table>
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.
APPENDIX I

NEWS RELEASES FOR PUBLIC TELEVISION STATIONS

TR 0132
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.

J-1