

PUBLIC RELATIONS NEWS LETTER



As this is written, there seems to be little doubt that the merger of AIEE and IRE into a new organization, the Institute of Electrical and Electronic Engineers (IEEE) will become an accomplished fact as of January 1, 1963. It will be an organization of some 160,000 engineers, the largest engineering society in the world . . . a far-flung group with common interest in the universal form of energy first observed by Thales of Miletus in 600

B.C. and placed in the service of mankind by the great men of the Electrical Age: Edison, Tesla, Volta, Bell, and thousands of other engineers, scientists and inventors.

Like most mergers, this amalgamation will pose serious problems, financial, organizational, personnel, etc. Not the least will be the need to create a new image of the Profession of Electrical Engineering and of the men who harness great blocks of electrical power and electrons to create a more convenient and useful civilization. This creative process will be at all levels, national, regional and sectional.

The exact framework of the public relations activities of IEEE is presently unknown, but AIEE Section

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PR Chairmen, from now until 1963, will have rare opportunities to keep their publics apprised of the importance of the electrical engineer and the Electrical Engineering Profession to the welfare of man.

The proposal to merge has had the widest publicity, in the public prints, in the trade press and on radio and television. Interest in matters electrical has never been higher. Section Public Relations Committees can and should continue their good work while AIEE is an entity. The PR direction of IEEE should become clear in the Fall, but, meantime, Sections should not relax their efforts to carry the message of the electrical engineer to the public.

Perhaps because of Section Publicity and the interest aroused by the merger, newspapers throughout the country lately have been devoting a lot of space to the engineering profession, and to the electrical engineer in particular, or so it seems to us who have a prime interest in AIEE. Perhaps this is because of the interest aroused by the merger or it may be that Sections PR Committees are offering more and newsworthy material to their newspapers. The use of pictures of Section officers and meetings speakers also seems to be increasing. Student news, generally confined to college and university publications, also has enjoyed some use by local newspapers. General and District Meetings and technical conferences continue to generate healthy publicity about the Institute and the Profession, both in the nation's newspapers and in the trade press.

All of which helps disprove the plaint that news media do not care about engineering. The fact is that editors and reporters are busy people and can't take time to dig out engineering news, or to re-write poorly written news releases. If the Sections want publicity their PR Committees can get it by writing newsworthy releases and getting them to the editors while they are still timely. The ideal news release is, of course, one that is typed or mimeographed and runs the who, what, when and where gamut. It should be so written that it can be edited from the BOTTOM up. In other words the copy should be so constructed that the most important parts of the story are in the lead paragraphs, so that it can be shortened quickly if the editor so desires.



AIEE + IRE = IEEE

On July 10, in New York, the Institute of Radio Engineers announced that its members had voted overwhelmingly to merge with the American Institute of Electrical Engineers to form a new society, the Institute of Electrical and Electronic Engineers. AIEE had reported a similar vote on June 18 in Denver. The new organization which will become a reality on January 1, 1963, will have a membership of 160,000 and will be the largest engineering society in the world. Pictured at left are Warren H. Chase, President of AIEE, and Patrick E. Haggerty (right) President of IRE, shortly after the IRE vote.

MERGER PUBLICITY ACTIVITIES

Here's a suggestion for publicity opportunities to get mileage out of the merger: the Section Chairman could make the announcement to local newspapers — not forgetting the weekly papers — and to local trade press, radio and television. The announcement also could include a short history of the Section, and a run-down on the history of AIEE and IRE.

AIEE was founded in 1884, in New York, and IRE saw the light of day in 1912. AIEE membership, including some 10,000 students, is approximately 67,000. IRE membership is 90,000.

Merger News, a compilation of facts concerning the consolidation of AIEE and IRE is being sent periodically to AIEE Sections and should furnish plenty of background material for local announcements of the impending "marriage."

AIEE BACKGROUND

Here's a short picture of AIEE background. When it was formed in '84, it had a total membership of 71. In the beginning it represented the few men engaged in communications and the generation and transmission of power, mostly for illumination. Today's membership represents myriad branches and sub-branches of the Electrical Engineering Profession and the allied arts. Power generation and transmission still are fundamental to the Profession. The Institute has many members who work in that field, but others are in the fields of communications, electronics, industry, land transportation, education, illumination, radio and television, textiles, aerospace, mining, chemistry, petroleum refining, etc., etc. Name almost any activity that utilizes electricity and you will find its electrical engineers in the Institute.

From the beginning, AIEE's ranks have included such men as Edison, Bell, Elihu Thomson, Lee de Forest, Vannevar Bush and Steinmetz.

The Institute's prime objectives are the technical advancement of the Profession and electrical engineers. It sponsors four general meetings, and several district meetings annually. These offer electrical engineers and others the opportunity to present data on their own study, research and inventions.

The technical papers that record significant advances in the fields are placed in the Transactions which become the official literature of the profession.

AIEE is divided into 15 Districts in this country and Canada. Each District is represented by an Institute Vice President who also is a member of the AIEE Board of Directors. The Districts are sub-divided into 122 Sections and numerous Sub-Sections, which enjoy a great deal of autonomy at the local level. These divisions sponsor many meetings each year, some of which are devoted to technical matters, others to social affairs. The organizational structure of AIEE assures membership representation at all levels: local, district and national.

Always interested in education, AIEE conducts vigorous activities at the student level and has 167 Student Branches, 127 of which are joint AIEE-IRE Branches. These give young men and young women an early opportunity to be initiated into their engineering organizations from the ground up, and in subjects of mutual interest.

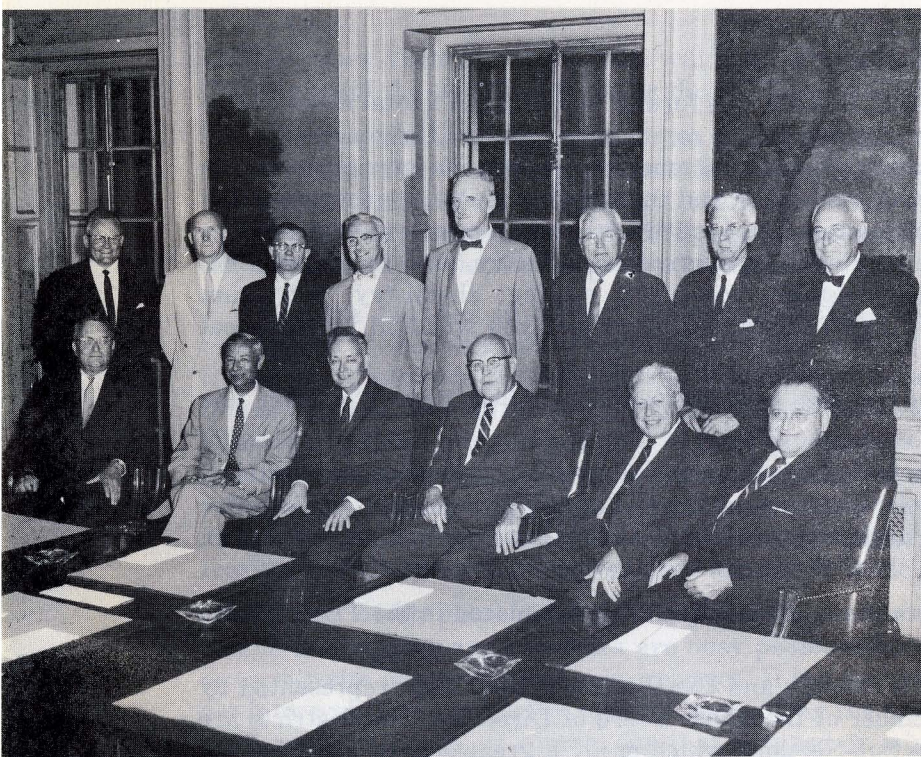
MERGER PARTY

Here's an idea: MERGER PARTY — How about a Merger Party? This could be a cocktail affair, a dinner or a luncheon to honor the men who have served as Section officers and to focus attention on the forthcoming IEEE. Or it could be a farewell to AIEE as an entity — sort of The King is Dead, Long Live the King! Among the guests could be the Mayor and members of the Council, the local press and radio and television staff members. Perhaps some of the guests of honor could include the old timers of the Section.

The public relations possibilities are numerous. Between now and January 1, 1963, AIEE Sections should get more and better public attention than ever!

SOMETHING NEW HAS BEEN ADDED

The Public Relations Committee for the Summer General Meeting at Denver June 17-22 discovered a new and very smart way to publicize their meeting at the Section level. They mailed advance announcements to each of the 122 Sections and asked that they be included in Section News Letters or other media used by the Sections to keep members informed on Section activities, past and future. Much to the astonishment of Chairman Jack Fuller and his Committee, many of the Sections were generous with Summer Meeting blurbs. The Mexico Section even printed an advance in Spanish! As far as we know this had not been tried before, at least not on a nation-wide scale. No doubt this fresh approach accounted for the high meeting attendance — approaching 2,000.



Front Row, left to right: John D. Ryder, Dean of Engineering, Michigan State University and former IRE President and Editor; Haraden Pratt, Secretary of IRE; Patrick E. Haggerty, President of IRE and President of Texas Instruments, Dallas, Texas; Warren H. Chase, President of AIEE, and Vice President, Ohio Bell Telephone Company, Cleveland; L. M. Robertson, Manager of Engineering, Public Service Company of Colorado, Denver; and B. Richard Teare, President-Elect of AIEE, and Dean of Engineering and Science, Carnegie Institute of Technology, Pittsburgh, Pa.

Back Row, left to right: Walter E. Peterson, President, Automation Development Corporation, Culver City, Calif., and former Chairman of the Los Angeles Section of IRE; John T. Henderson, Principal Research Officer, National Research Council, Ottawa, Canada, and former IRE President; Hendley Blackmon, Engineering Manager, Westinghouse Electric Corporation, Pittsburgh, Pa. W. R. Clark, Assistant Chief Engineer, Leeds and Northrup Company, Philadelphia, and Treasurer of AIEE; Ronald L. McFarlan, Consultant, Chestnut Hill, Pa., and former IRE President; Elgin B. Robertson, President of Elgin B. Robertson Company, Dallas, Tex., and former AIEE President; C. H. Linder, Scarsdale, N.Y., former President of AIEE, and Lloyd V. Berkner, President of the Graduate Research Center, Dallas, Tex., and former IRE President.

VIPS TO SOLVE MERGER PROBLEMS

The complex problems involved in the merger will be ironed out initially by the above men — a committee of 14 — 7 from AIEE and 7 from IRE. Between now and implementation of IEEE they will make many important — even critical — decisions that will vitally affect AIEE Sections, sub-sections and individual members. Your National Public Relations Committee has set up machinery to relay these decisions to Sections as quickly as possible, hence the *necessity for our PR Counsel to have the names of Section Public Relations Chairmen*. (If you have not yet done so, send this information to Raymond C. Mayer & Associates, Inc., 51 East 42nd Street, New York 17, New York.)

The picture of this Committee of 14 was taken July 10 in New York when IRE's enthusiastic vote for the merger was announced.



PR SECTION AWARD

Jim O'Connor, National PR Committee Chairman (left) presenting radios to representatives of the PR Committees of the Chicago and Lehigh Valley Sections for the outstanding jobs they did during the past year. Presentation was made at the Sections Meeting during the Summer General Meeting of AIEE at Denver in June. Receiving the radios are: G. E. May, Lehigh Valley Section (1) and Joseph Enenbach, Chicago Section.