THE **INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.**

345 EAST 47TH STREET, NEW YORK, N.Y. 10017   AREA CODE 212 644-7868

MEMORANDUM

To   Richard M. Emberson   **Date** June 18, 1976

From   Esmi L. Bidstrup

I understand the desirability of having an IEEE Company Newsletter although I would much prefer distribution of EE to all employees with a special insert for items not covered by EE. Don Christiansen tells me this could be easily done.

For the remainder, I strongly object to any material of a religious/superstituous nature such as astrology. Although astrology is endorsed as a science by quite a few scientists I don't think IEEE has taken a position in this matter.

As far as "personal news notes" are concerned I gather they are strictly personal (weddings, blessed events or other accomplishments) and must have the consent of the person concerned. I hereby wish to go on record that I do not give my consent for any such item with the exception of an obituary.

I don't understand item 15. "Food establishment news." If IEEE is concerned about our diet I suggest there are other and better ways of showing that concern.

Which brings me to the restrictions. With the exception of item 4. (Material printed elsewhere must contain credit lines) they are so incredible that I can only say I hope they are printed on every issue as part of the masthead.

ELB:jah
cc: Don Christiansen

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ENGINEERS, INC.**
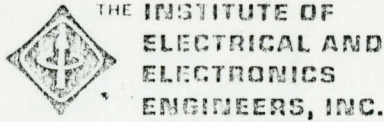
445 HOES LANE, PISCATAWAY, NEW JERSEY 08854 AREA CODE 201 981-0060

MEMORANDUM

To   Intercom Staff Members   Date June 10, 1976

From   Rudy Spatarella

Re: Welcome to "Intercom" Staff

May I take this opportunity to welcome you to the staff of the revived
publication of the IEEE Company Newsletter called "Intercom".

I look forward to the pleasure of working with you in making our
Newsletter something special. Without your help and enthusiasm it
would not be possible to accomplish the goals we have proposed.

Accompanying this letter will be the guidelines which will inform
you of our general aims. I'm sure it will not answer all questions,
but I will be available at any time to answer any questions you may
pose.

Verna Miller of Key Processing will serve as Co-Editor. Verna will
be fully versed in the handling of "Intercom" and she too will be
available to assist you when required.

We will always welcome your comments and suggestions.

RS:sz
Attachment

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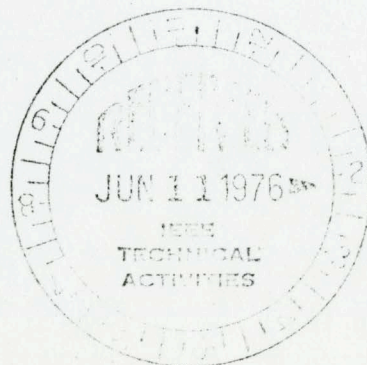
IMPORTANT NOTE: To Intercom Staff Members

The first issue of Intercom is scheduled to be printed and distributed

on July 16, 1976. It will contain:

1)   A message from our General Manager

2)   An opening statement from the Editor

3)   A profile on a new IEEE employee
             by Esther Kelmenson
     Photo by Herb Taylor   ·

*Esther:
Subject is Gene Logan
Personnel mgr.
Rudy*

4)   A feature on the Personnel Department
     by Betty Stillman

5)   News Notes: Business and Personal - All Reporters

6)   Birth Dates and an Astrological reading for people born in July
     and August
     by Gina Giardina

7)   IEEE Today - by Pat Penick

8)   Wanted or For Sale Introduction
     by Verna Miller

9)   Baseball in Piscataway
     by Fran Hall and Rick Matzker

10) Bicentennial Salute to America
     by Verna Miller

IEEE INTERCOM (NEWS BULLETIN)

<u>Purpose</u> - IEEE Intercom will serve as a means of communication within the IEEE to promote improved knowledge and understanding among all employees. It's principal aim will be to disseminate information and generally enunciate IEEE goals. It will attempt to stimulate the spirit of cooperation and promote progress in those directions.

<u>Organization Structure</u> - The staff will be comprised of an editor and co-editor. A reporter from each major division of IEEE. Special assignment reporters who may or may not be members of the regular Intercom staff. Copy editor, IEEE historian, Art Department assistants, typists, printer, distributor and an editorial consultant.

<u>Publication Content</u> (Proposed)

1. IEEE Policy Statements
2. Personal News Notes
3. General Manager's Message
4. Editorial column
5. Internal changes news
6. Profiles of individuals
7. IEEE History
8. Department features
9. Refinements in IEEE methods and systems
10. Birthday lists - Astrological
11. Want ads
12. Staff and Contributors names
13. Miscellaneous matters
14. Pictures
15. Food establishments news

<u>Frequency of Publication</u> - First issue Mid July, 1976 - Bi-Monthly September - June.

<u>Size</u> - Four pages per issue - 8 columns

<u>Style</u> - The Intercom style shall be established by the operating staff, who will consider and recommend to the editor. All final decisions will rest with the editor to print material at his discretion, and delete any material not consistent with the style and aims of this publication. Other omissions will occur if space limits do not permit or material might be injurious to the image of Intercom. News will generally be timely or current.

<u>Restrictions</u>

1. No Poems may be published.
2. No cartoons included.
3. No personal gripes, sparring or subtle sarcasm will be published under any circumstances.
4. Material printed elsewhere must contain credit lines.

<u>Service Requirements</u> - All staff writers or reporters shall be expected to remain on the Intercom staff for a period not exceeding one year, or until a suitable replacement is available.

Editor - Will have complete control as to direction, content, style, deletions, omissions, deadline dates, termination or addition of staff personnel.

Co-Editor - Shall assist the editor, advise and recommend, substitute for or replace the editor when necessary.

Reporter - Shall attend strictly limited meetings, submit departmental news, write feature articles, review and advise on content. Submit no more than 3 news notes per publication. Compose feature articles.

Special Assignment Reporters - Conduct assigned interviews, write copy, submit to the editor, make recommendations, limit: 500 words on all feature articles.

Copy Editor - Review all copy, correct errors in form and spelling, punctuation,etc.

IEEE Historian - Regular staff member to research and write historical column on IEEE. Limit: 100 words per issue.

Art Department Assistant - Prepare any needed Art work or special composition.

Typist - Several alternates to prepare typing in column form.

Printer - Printing Department personnel to print each issue on schedule.

Distributor - To make distribution to reporters or alternates in New York and New Jersey on publication dates.

Editorial Consultant - To advise Intercom staff as required.

IEEE INTERCOM

Content

Page 1 - Intercom masthead using solid IEEE emblem, on right side with line drawn under words composed, edited and printed by and for the employees of IEEE in capital letters occupying the top 2 inches. Left side of masthead for Volume #, issue number and date of publication.

First Page will include the General Manager's message in 250 words in column 1 and editorial in column 1 also 250 words. Column 2 will include a feature article in 500 words or less and a subject picture whenever available.

Page 2 - will contain a profile and photo of the subject in Column 1 comprised of 600 words or less. Column 2 will contain articles on any proposed subject in 600 words or less. When a picture is to be used the article must contain 400 words or less.

Page 3 - Column 1 will contain news notes from all departments each news note shall contain not more than 50 words, and may be printed with an appropriate catch line or phase.

News notes may be carried over into Column 2 of page 3 and photos may be included to occupy a space of not more than 3 inches top to bottom. Internal changes may be included in Column 2 under appropriate heading, photos are acceptable.

Page 4 - Column 1 may contain any of the leftover material of page 3 Column 2 and begin birthdays, astrological predictions, etc. followed by want ads, or other miscellaneous news, holiday announcements, etc.

Column 2, half column will contain all credits for staff names, special feature writers.

REPORTERS

A reporter may be a member of one of the major divisions or subdivisions in IEEE.

The reporter is responsible for obtaining monthly news notes which may be of a personal nature such as a wedding, a blessed event or other accomplishments by a member of that division of IEEE. The reporter will be responsible for obtaining birthdates of all employees of assigned divisions, and submitting them to the editor 2 weeks before the publication date. Late items may or may not be published. Each news item should be composed of 50 words or less with a proposed appropriate title or catch phase. A photograph may be used when warranted.

Reporters may also be asked to write special features on occasion which should contain not more than 600 words and if a photo is added only 400 words may be used.

A 15 minute meeting may be necessary each month, a reporter may be excused from the meeting but must submit the news by the deadline date in any case. News items may be altered at editorial discretion.

FORMAT FOR NEWS REPORTING

1. All news notes must have the consent of the person concerned in the item.

2. All items must be stated in the following manner - James Doe of the _____ department, etc.

3. All news items must be in the editors possession 2 full weeks before publication date. With only rare exceptions. An item may be announced in advance when warranted.

4. All news or articles must be typed, but may be in rough form since retyping will be necessary in all cases.

SPECIAL ASSIGNMENT REPORTERS

On occasion someone other than a regular staff reporter may be asked to prepare a feature article for Intercom. These articles should be limited to 600 words, or 400 words if a photo is to be included.

All articles are subject to approval and may be adjusted for grammatical or punctuation errors or omissions.

COPY EDITOR

Those who are to be responsible for grammar or form may correct copy for grammatical or punctuation errors, but may not radically change the content without consulting the author and apprising the author in advance of such changes. Minor corrections do not require consent.

Material will be sent to the Copy Editor one week before the publication date and immediate action is important to timely preparation and publication.

Several consistencies should occur as a matter of course. Our company may be referred to as IEEE or the Institute.

Department names are capitalized, and the word "Department" should be capitalized also when referring to a specific area, or used in conjunction with the name.

HISTORIAN

The historian should prepare an article and submit it to the editor 2 weeks before publication. The IEEE historian should try to develop the history as a series, covering all matters in chronological order, and adhering strictly to known facts limiting each issue to 100 words but adding photographs when appropriate. Bibliography should be noted and credited.

IEEE is rich in the history of research and invention by its members. Many IEEE members have won world recognition, such items would be of interest to IEEE employees and should be taken into consideration as historical matter.

TYPISTS

All type for the Intercom bulletin should be set up in a particular way and with available type faces which will show a consistency regardless of who does the typing. It is assumed that the IBM Selectric typewriters will be used, and if necessary several standard faces will be purchased to assure uniformity of copy.

As a rule, ten words may be typed per line, pages 2, 3, and 4 will have room for 600 words per column except when using photos, that is 60 lines x 10 words per line. The first page will have 50 lines with 10 words per line to leave space for the masthead.

Blue lined sheets will be provided to typists as a guide for column typing. All corrections should be made as neatly as possible to facilitate quality Printing.

ART DEPARTMENT

Whenever Art work is called for, it may be performed by the IEEE Art Department, or other artistic individuals who will prepare the art work according to the editors specifications.

PRINTING

Final printing will be performed by the IEEE Printing Department and they will have a full work week in which to produce the finished product. All copies will then be sent to the person responsible for distribution.

A Work Order will be provided to produce Intercom, and only sufficient copies will be run to allow distribution to the IEEE staff plus 10%.

DISTRIBUTION

The person responsible for distribution will refer to a list of the reporters
who will in turn distribute for each individual. As a rule, only enough copies
will be distributed to cover the entire IEEE staff, but requests for a second
copy to individuals may be honored for good reason. The distributor will keep
a supply for Archival purposes and must save at least 5 copies of each issue
when all other distribution has taken place.

Distribution will take place on the publication date whenever possible.

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345 EAST 47th STREET, NEW YORK, NEW YORK 10017

MEMORANDUM

DIRECT NUMBER
(212) 644-7587

To   IEEE Staff

From   Jeff Gleit, Publications   Date   11/5/79

I have assumed the position of Editor of INTERCOM, replacing J. Post.

An idea for a particular article for the INTERCOM has been brought to my
attention. The idea was to place a Question and Answer column in the
INTERCOM. This memo is to request any questions that you may have con-
cerning the IEEE and its employees. A submission deadline has been set
for November 9, 1979. Please feel free to submit any questions that you
might think would be of interest to the IEEE and its employees to Jeff
Gleit, Publications Department, 11th Floor, UEC, ext. 7587.

Thank You.

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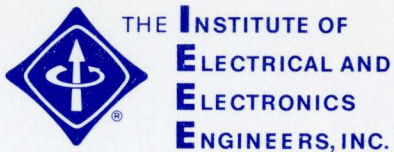
345 EAST 47th STREET, NEW YORK, NEW YORK 10017

MEMORANDUM

DIRECT NUMBER
(212) 644-

To   Technical Activities Department Managers

From   Irving Engelson   **Date**   March 9, 1981

Re: Intercom

Intercom, the IEEE employee publication, is undergoing review. I
plan to report our departmental view regarding Intercom at the next
Staff Directors meeting on Monday, March 16. Therefore, please let
me know before the end of this week your feelings about the value of
this publication and whether it should be continued in the present
form.

IE:mgc