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THE WHITE HOUSE

WASHINGTON

CONFIDENTIAL

Determined to be Administrative Marking

Date 6/6/01 By W/Hm

April 17, 1972

MEMORANDUM FOR:

HERB KLEIN
KEN CLAWSON
DES BARKER
BILL HORTON
JOHN GRINALDS
CARLOS CONDE

FROM:

STAN SCOTT *SS*

SUBJECT:

MINORITY MEDIA NEWS DISSEMINATION
PLAN FOR DEPARTMENTS OF
AGRICULTURE, COMMERCE, HEW,
HUD, INTERIOR, JUSTICE, LABOR,
TRANSPORTATION AND TREASURY

A series of scheduled meetings with public affairs representatives of the above listed domestic departments have been completed, and long range communications plans aimed at stimulating broader coverage of departmental activities in minority media have been submitted to my office for approval.

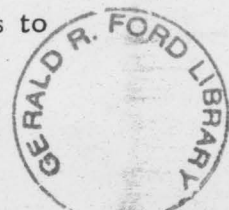
The plans (attached), with the exception of those submitted by the Treasury Department, are in keeping with the goals and major recommendations made by our office. In view of the fact that the Treasury Department plan was found to be unsatisfactory, I would recommend a meeting as soon as possible with appropriate representatives from that department to determine a course of action to gain from Treasury a workable plan.

Within the next few days, I will forward to you an updated report which covers minority activities and accomplishments over the past three years in each of the nine domestic departments.

Our office will continue to monitor minority publications to determine the effectiveness of the plans submitted.

Attachments

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DRAFT

OPERATING SCHEDULE

- I. Update present addressograph plates and set up new plates where needed
- II. Contact agency information officers
 - A. Personal contact on a continuing basis
 - B. Official directive from Assistant Secretary Beatty
 1. News releases as stories break
 2. Features (minimum of 1 per week)
 3. Radio spots (minimum of 1 per week)
- III. Activities relative to minority press
 - A. Maintain continual review of all upcoming news releases for possible distribution to minority press. Mail out as released bearing For Immediate Release slug
 - B. Distribute a weekly packet of three features with photos
 - C. Distribute twice a month a packet of fillers: useful publications, health tips, stats, etc.
- IV. Activities relative to minority radio stations
 - A. Notify stations of spotmaster
 - B. Prepare one spotmaster item per week. Number to be increased as circumstances dictate
 - C. Mail out Spanish radio spots to Spanish speaking radio stations as developments break



MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY

DRAFT

TO : Agency Information Heads

DATE: April 13, 1972

FROM : Assistant Secretary for Public Affairs

SUBJECT: Minority News Media

In an effort to be more responsive to the needs of minority media (particularly the Black press, Black-oriented radio stations, the Spanish press and radio stations, and the Indian press) DHEW is committed to a stepped-up program of news dissemination to these media.

In this regard I am asking you to search out material of interest to minorities. (For example, personality features--supergrade minorities, employee awards, accomplishments, promotions, etc.; speech excerpts--official speeches that contain messages relative to minorities; straight news--personnel appointments, research grants to minority colleges, universities, or community groups; and other noteworthy items--special programs designed specifically for minorities).

Each agency is requested to submit the following to the Office of News Services:

1. A minimum of one minority feature with 8" x 10" glossy photo weekly.
2. A minimum of one spotmaster weekly.
3. A minimum of one minority-interest news release weekly.

These required minimums should in no way inhibit you from exceeding these limits when circumstances warrant.

Robert O. Beatty



U.S. DEPARTMENT OF LABOR
MINORITY MEDIA NEWS DISSEMINATION PLAN

The U.S. Department of Labor, whose Congressional charter is to improve the welfare and opportunities of American wage earners, will center its minority media news effort on these eight issues:

(1) Equal employment opportunity, (2) job training, (3) Employment Service activities, (4) Federal minimum wage, (5) welfare reform, (6) wage garnishment, (7) manpower grants and contracts and (8) employment and promotion opportunities for middle and top-grade minorities in the Department.

The basic vehicles to be employed in disseminating news to the nation's minority media are two established weekly news services and the spotmaster system which will be expanded.

The basic elements of the Department's Minority News Dissemination Plan follow:

I. Issue: Equal employment opportunity. Providing equal employment opportunity in Federally-funded contract work and in Federally-assisted manpower programs. This includes affirmative action to insure EEO requirements are met.

Communications Goal for the Issue:

1. To explain the Federal Government's efforts to insure equality of opportunity where Federal funds are spent for contract work or training.



2. To keep minorities abreast of the progress in this field and to spell out their rights under the law.

Vehicles to be Used:

1. Black News Digest
2. Noticias de la Semana
3. Spotmaster

II. Issue: Job Training. Preparing the nation's disadvantaged unemployed and underemployed for productive employment through various forms of training, on-the-job and in classrooms.

Communications Goal for the Issue:

1. To inform minority group members of the kinds of training programs that are available and what they have to do to qualify and apply for them.
2. To report the progress that is being made to prepare minorities for employment and to place minorities into jobs with a bright future.

Vehicles to be Used:

1. Black News Digest
2. Noticias de la Semana
3. Spotmaster

III. Issue: Employment Service activities. Addition of minorities to staffs of local public employment offices and equal treatment to minorities in referrals to jobs and training.



Communications Goal for the Issue:

1. To inform minorities of their rights under Federal laws and regulations with respect to job-training programs.
2. To report significant increase in minority staff members on the payrolls of Employment Service agencies (the number has risen steadily over the past 3 years).

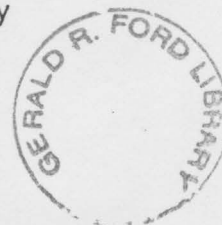
Vehicles to be Used:

1. Black News Digest
2. Noticias de la Semana
3. Spotmaster

IV. Issue: Federal Minimum Wage. Continuing Federal efforts to enforce the minimum wage law, especially with respect to low-wage workers, and Administration proposal to increase the minimum wage and set a youth differential designed to expand job opportunities for young people.

Communications Goal for the Issue:

1. To inform minorities of activities in enforcing the minimum wage, especially the recovery of back wages due low-wage minorities after violations were discovered.
2. To point out the importance of a youth differential to encourage the hiring of more young people; this is essentially important for minority youth whose unemployment rates are alarmingly and disproportionately high today.



Vehicles to be Used:

1. Black News Digest
2. Noticias de la Semana
3. Spotmaster

V. Issue: Welfare Reform. Reform of the national welfare system to include incentives for able-bodied recipients of public assistance to work and receive various services to improve their job prospects.

Communications Goal for the Issue:

1. To provide minorities with a balanced view of the various benefits and implications of welfare reform and why such reform is a step forward.

Vehicles to be Used:

1. Black News Digest
2. Noticias de la Semana
2. Spotmaster

VI. Issue: Wage Garnishment. Protecting workers, especially low-wage employees, from illegal or excessive garnishment of wages and dismissal from employment due to debts.

Communications Goal for the Issue:

1. To inform minorities of their rights under the Federal Wage Garnishment Law.
2. To report on Federal actions to protect minorities and other low-wage workers from excessive wage garnishments and job dismissals as a result of debts owed.



VII. Issue: Manpower Grants and Contracts. Awarding of manpower grants and contracts that involve minority communities in a significant way, including awards to minority organizations.

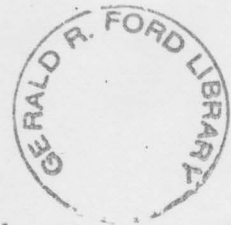
Communications Goal for the Issue:

1. To inform minorities of manpower grants and contracts that might offer them better opportunities for training or employment.
2. To report on the award of contracts or grants to major minority organizations, such as the National Urban League, OIC, LULAC, etc.

VIII. Issue: Employment and Promotion Opportunities for Middle-and Top-Grade Minorities. President Nixon has pledged stepped-up efforts to improve Federal job opportunities for minority group members. The Secretary of Labor recently appointed a black woman to carry out an affirmative-action minority hiring program to serve as a model for other Government agencies.

Communications Goal for the Issue:

1. To report on middle-and top-grade appointments in the Department.
2. To inform minorities of vital and interesting jobs being performed by minority group members.



GENERAL DISCUSSION

The Labor Department will carry out an aggressive program of distributing news and feature material to minority print and electronic media. A general discussion follows:

I. MINORITY PRINT MEDIA

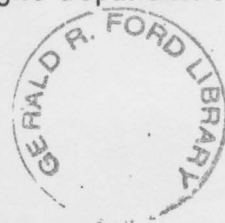
Specially prepared materials on black people and Hispanic Americans will be released weekly through two news packets -- Black News Digest and Noticias de la Semana. Stories are angled to the particular audience.

Black-and-white glossy photographs with cutlines will be distributed with news stories (where appropriate) and feature stories going to Black News Digest and Noticias de la Semana recipients. The entire publications list of these two services will receive photos and cutlines with feature stories and a cross-section of the most influential will get copies of pictures and cutlines with certain news stories. For Noticias de la Semana, photos involving Mexican Americans will be distributed only to publications serving Chicanos and photos involving Puerto Ricans will be distributed only to publications serving that segment of the Latino population.

The White House Communications Office will be sent copies of all minority articles and photos distributed by the Labor Department.

II. MINORITY ELECTRONIC MEDIA.

The Department's spotmaster service will be expanded within the next 30 days to provide material to black and Spanish-language stations across the country. Arrangements have been made with eight Department



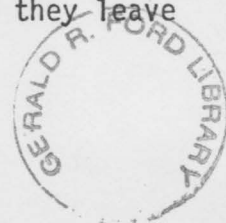
employees who speak either Mexican or Puerto Rican Spanish to serve as announcers on the Spanish-language spotmaster service. The same kind of arrangement is being made for the black media spotmaster service.

The minority spotmaster services will consist of material placed on the spotmaster at specific times each day or days, depending upon how the service is developed. Special use of the spotmasters will be made in our field offices in cities with sizeable black or Hispanic American populations -- such as New York, Chicago, Atlanta, Dallas, Los Angeles, etc.

All radio stations that serve either black or Hispanic American audiences will be notified of the spotmaster service available in Washington and in field information offices. Letters explaining the service in detail and giving spotmaster telephone numbers will be sent to all these stations. And the expanded service will be the subject of news articles to be published in the Black News Digest and Noticias de la Semana.

The Department will feed material on a continuing basis to both the Third World Media and the Black Audio Network in an effort to reach a large segment of the nation's minority population. Both of these broadcast services are being contacted.

Our goal will be to use at least one top minority official on the spotmaster per week. To accomplish this, we will record minority officials on news developments in their particular field and we will record excerpts of speeches by minority officials before they leave Washington for a speaking engagement.



In addition, the Department is planning a late-spring seminar for its own information officers to examine better ways of keeping minorities abreast of the wide-ranging programs and activities of special benefit to them. The seminar will be designed to make our information personnel more aware of the kinds of articles that are most relevant to minorities and the special needs of the nation's minority media. We hope to enlist the participation of representatives of the black and Hispanic American news media.





OFFICE OF THE SECRETARY OF THE TREASURY
WASHINGTON, D.C. 20220

April 13, 1972



MEMORANDUM FOR: Mr. Stanley S. Scott
Assistant to the Director of
Communications
Executive Office Building
Room 153

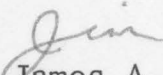
SUBJECT: Minority Media News Dissemination Plan
for Treasury Department

By May 1, Treasury will establish a regular reporting system with its operating bureaus so that the following goals may be met:

- At least one feature story per month on middle and high level minority accomplishments.
- One release per week on minority accomplishments accompanied by a black and white, 8 x 10 glossy print to the top 100 papers.
- Actualities of top-level minority officials where appropriate. (Spotmaster equipment has just been delivered to Treasury and is to be installed the week of April 17.) When installation of spotmaster equipment has been completed and made operational, minority media will be notified.
- A talking paper will be developed on the positive aspects of Phase II as it relates to the various minority communities.

Current minority mailing lists are now being updated and expanded to include, in addition to Black publications, Spanish, Indian and Oriental publications.




James A. Parker
Public Affairs

Keep Freedom in Your Future With U.S. Savings Bonds



OFFICE OF THE SECRETARY OF THE TREASURY

WASHINGTON, D.C. 20220

March 31, 1972



MEMORANDUM FOR: Mr. Stanley S. Scott
Assistant to the Director of
Communications
Executive Office Building, Room 153

SUBJECT: Outline of Minority Media News Dissemination
Plan for Treasury Department

- A. Establish liaison with Treasury Bureaus.
 - 1. Call for periodic reporting by bureaus on possible news and feature stories involving minority personnel.
 - 2. Furnish bureaus with needed back-up data and materials (pre-addressed envelopes to minority publications, names of radio-tv shows in major cities, etc.).
- B. Main office procedures.
 - 1. Maintain up-to-date mailing list of minority news media.
 - 2. Set up periodic news briefings by top-level minority officials.
 - 3. Use spotmaster units (when available).
 - 4. Arrange with bureaus a long-range, comprehensive program to publicize in minority media the problems of overwithholding income taxes.

James A. Parker
Public Affairs



Keep Freedom in Your Future With U.S. Savings Bonds

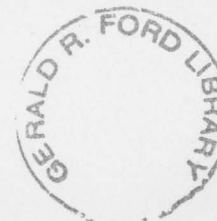
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR APRIL 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Indian	Press release from Economic Development Administration on assisting Crow Indians restore traditional buffalo to a religiously significant mountain in Montana	April 7	Barbara Estabrook	Major media and special Indian press mailing
Black	Press release on Black inventors, Patent Office	April 10	Isaac Fleishmann	To Office of Minority Business Enter- prise Mailing; spotmaster; Trying to interest WTTG Black News program
Spanish- Speaking	Patent Office press release on Spanish speaking inventors show in Puerto Rico	April 12	Isaac Fleishmann	To Spanish mailing list

A circular stamp with the text "GERALD R. FORD LIBRARY" around the perimeter, oriented vertically.

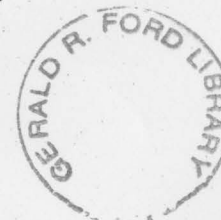
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR APRIL 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	John L. Jenkins, Director, Office of Minority Business Enterprise, and Art McZier of the Small Business Administration, will be interviewed on HARAMBEE, WTOP-TV	April 14	Elliott McLean	WTOP-TV
Black	Bureau of Census press release on Black of voting age	April 14	Jack Casserly	To Office of Minority Business Enterprise mailing list; spotmaster
Spanish-Speaking	Economic Development Administration feature on aid for Mexican Americans in Denver area	April 17	Barbara Estabrook	To Spanish mailing list
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will speak before Philadelphia Urban League	April 18	Elliott McLean	Minority mailing; spotmaster
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will attend minority growth meeting in Cleveland, Ohio	April 19	Elliott McLean	Will hold news conference



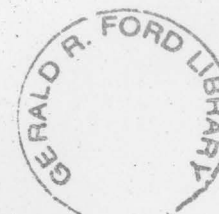
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR APRIL 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	Winston Douglas of Patent Office will speak at Inventors Workshop in Dallas	April 19	Isaac Fleishmann	Spotmaster
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will attend minority meeting in Denver	April 20-22	Elliott McLean	Press conference and TV interview planned
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will speak at Chamber of Commerce in Chattanooga, Tennessee	April 24	Elliott McLean	Local press and television coverage
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will speak before the Cleveland, Ohio Business League	April 27	Elliott McLean	Held news conference in same town earlier in month. Text distributed to minority media
All	John L. Jenkins, Director, Office of Minority Business Enterprise, will attend meeting held by Chicago Economic Development Corporation	April 28	Elliott McLean	Minority media; interviews planned



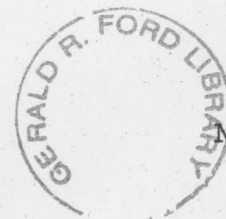
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR APRIL 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	Press release announcing \$500,000 Economic Development Administration loan to build a minority-owned Holiday Inn in Tuskegee, Alabama	April 30 (tentative)	Barbara Estabrook	Major and minority media; spotmaster; local television
All	Press release on Economic Development Administration Minority grants and Loans in March (This will be a recurring item)	April (undated)	James Berger	Minority media
All	Press release announcing formation of 50th Minority Enterprise Small Business Investment Company	Undated	Elliott McLean	To major and minority press; spotmaster
Black and Spanish-Speaking	Press release announcing three or four Office of Minority Business Enterprise business opportunity contracts	Undated	Elliott McLean	To major and minority press; spotmaster
Black	Press release and feature on Barber shop concession in Commerce	Undated	James Berger	Minority media; spotmaster; will try to interest WTTG Black News
All	Economic Development Administration success feature	Undated	Barbara Estabrook	To appropriate mailing list



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR APRIL 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Press release on monthly and cumulative Commerce Department procurement from minority firms (This will be a recurring release)	Undated	James Berger	To all lists; spotmaster
All	Press release reviewing contents of Office of Minority Business Enterprise Outlook	When publication is available	Elliott McLean	Minority lists; possible spotmaster; weekend feature
All	Two features on minority recruiting of Merchant Marine Academy. One on increase in recruitment; the other on Black Freshman Class President	Undated	Walter Oates	Minority mailing and photos
All	Maritime Administration press release on gains in minority employment and female employment in shipyards between 1970 and 1972	Undated	Walter Oates	Major media
All	Press release on meeting between Maritime Administration and ship building officials to discuss training programs to meet the shortage of shipyard workers	Undated	Walter Oates	All minority lists



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR MAY 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Franchising Oppor- tunities booklet released by Bureau of Domestic Commerce	May 1	Bart McGarry	Press release to majority and minority media; possible spotmaster
Spanish Speaking	John L. Jenkins, Director of Office of Minority Business Enterprise, to address California Chicano Business Stud- ent Association, Los Angeles	May 6	Elliott McLean	Text to Spanish media; spotmaster
Black	John L. Jenkins, Director, Office of Minority Busi- ness Enterprise, to ad- dress the Urban League	May 10 Lexington Kentucky	Elliott McLean	Text to minority mailing list; spotmaster
All	John L. Jenkins, Director Office of Minority Busi- ness Enterprise, to ad- dress the International Franchise Association	May 15	Elliott McLean	Text to minority lists; spotmaster
Black	First minority person employed as maritime administrator area re- presentative on West Coast	May	Walter Oates	Press release to all media; spot- master



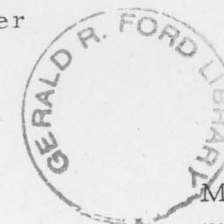
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR MAY 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Indian	Kits of Patent Office publications to be distributed to libraries on Indian Reservations	May	Isaac Fleishmann	Press release to Indian press
Indian	Dedication of Economic Development Administration-funded recreation/tourism complex, Fort Berthold Reservation	May North Dakota	Barbara Estabrook	To minority and majority media; local coverage
All	Announcement of publication "Urban Profiles," joint Economic Development Administration-Office of Minority Business Enterprise project on retail opportunities	May	Barbara Estabrook and Elliott McLean	To minority and majority media; spotmaster
All	Bureau of International Commerce. Ten Public Service Career trainees beginning training program, to begin bringing minority women into government	May	Dan Landa	Minority press and spotmaster



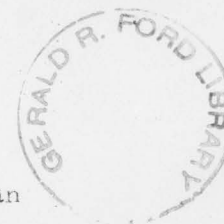
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR MAY 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Theodore Miller nominated as Bureau of International Commerce's candidate for Economic Employment Opportunities	May	Dan Landa	Press release and spotmaster
Black	Office of Minority Business Enterprise feature on professional football players as community service representatives	May	Channing Hadlock and James Berger	National feature
All	Press release on minority procurement by Commerce Department for April and cumulative for year	May	James Berger	Majority and minority lists; spotmaster
All	Press release on Economic Development Administration loans to minority groups in April	May	James Berger	Minority and majority lists; spotmaster
All	Press release reviewing Contents of Office of Minority Business Enterprise Outlook	May	Elliott McLean	Minority lists and spotmaster



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JUNE 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak before Professional Association of Boy's Club Workers	June 7 Washington	Elliott McLean	Text to minority media; spotmaster; local TV notifi- cations
All	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak to National Conference on Business Opportu- nities for Women	June 7-9 Washington	Elliott McLean	Text and spot- master; Television media to be con- tacted
Black	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak before the Black Economic Union	June 13-15 Kansas City	Elliott McLean	Text to major and minority media; spotmaster
All	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak at Los Angeles Feder- al Aviation Authority conference	June 21 Los Angeles	Elliott McLean	Text and spotmaster



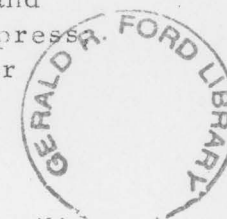
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JUNE 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak at annual meeting of the National Association of Black Manufacturers	June 23 Los Angeles	Elliott McLean	Text and spotmaster
Indian	Dedication of Economic Development Administration-funded recreation/tourism complex.	June Leech Lake, Minnesota	Barbara Estabrook	Release to Indian press
Unknown Now	Two Bureau of International Commerce employees named for Administrative Training Program	June	Dan Landa	Appropriate minority mailing list; hometown papers
Black and Spanish-Speaking	Federal training programs for shipyard workers in New Orleans, Louisiana; Pascagoula, Miss.; Brooklyn, New York; and Newport News, Virginia	June (possibly July)	Walter Oates	Press release to minority and majority media; spotmasters for local use



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JUNE 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Press release on minority procurement by Commerce in May and cumulative for the year	June	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development Administration loans and grants to minority groups in May	June	James Berger	Majority and Minority press; spotmaster
All	Press release reviewing contents of Office of Minority Business Enterprise Outlook	June	Elliott McLean	Minority mailing; spotmaster
Black	Groundbreaking of Economic Development Administration-funded community health center	June Washington	Barbara Estabrook	Press release to black media; spotmaster; Will call attention to local TV
Black	Groundbreaking of Benning-Stoddart Recreation Center (Economic Development Administration-funded)	June Washington	Barbara Estabrook	Press release to black media; spotmaster; Will call attention to local TV

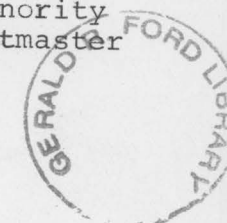


DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JUNE 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Indian	Award of a \$1 million public works grant and \$3.6 million business development loan to Seneca (New York) Indian Tribe	June Upper New York State	Barbara Estabrook	In planning

DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JULY 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak at 63rd annual NAACP Convention	July 7 Detroit	Elliott McLean	Text, cover release to minority lists; spotmaster
Black	John L. Jenkins, Director, Office of Minority Business Enterprise, to speak at convention of National Insurance Association in Los Angeles	July 12	Elliott McLean	Text to minority press; spotmaster
All	Press release on minority procurement by Commerce in June with cumulative for the year	July	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development Association loans and grants to minority groups for June, yearly cumulative	July	James Berger	Majority and minority press; spotmaster
All	Press release reviewing contents of OMBE Outlook	July	Elliott McLean	Minority mailing; spotmaster



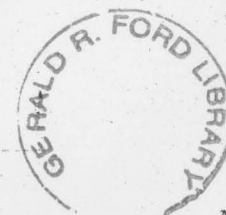
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR JULY 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Press release on federal training programs at four shipyards, if item is completed in June	July	Walter Oates	Press releases to majority and minority media; spotmaster for local use
		<u>AUGUST</u>		
All	Press release on Commerce minority procurement in July and yearly cumulative	August	James Berger	Majority and minority press, spotmaster
All	Press release on Economic Development loans and grants to minority groups in July	August	James Berger	Majority and minority press, spotmaster
All	Press release reviewing contents of OMBE Outlook	August	Channing Hadlock	Minority press and spotmaster
Indian	Press release on dedication of Economic Development Administration-funded recreation/tourism complex	August Warm Springs, Oregon	Barbara Estabrook	Press release to Indian press
Black	Press release on ten Bureau of International Commerce employees for fourth work/study program for black college students of business or economics	August	Dan Landa	Press release to black media, spotmaster

GERALD R. FORL

DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR SEPTEMBER 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Press release on Commerce minority procurement in August and yearly cumulative	September	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development loans to minority groups in August	September	James Berger	Majority and minority press; spotmaster
All	Press release review- ing contents of OMBE Outlook	September	Channing Hadlock	Minority press and spotmaster
All	Press release on 12 Bureau of Interna- tional Commerce employees in Upward Mobility Program	September	Dan Landa	Press release to minority lists; spotmaster
		<u>OCTOBER</u>		
All	Press release on Commerce minority procurement in September and yearly cumulative	October	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development loans to minority groups in September	October	James Berger	Majority and minority press; spotmaster
All	Press release review- ing contents of OMBE Outlook	October	Channing Hadlock	Minority press and spotmaster



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR October 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Indian	Press release on Economic Development Administration-funded economic development project on Blackfeet Reservation	October Montana	Barbara Estabrook	Mailing to Indian press
All	Gold and Silver Merit Awards, Bureau of International Commerce	October	Dan Landa	Minority press; notification to local TV; spotmaster
All	Press release, National Oceanic and Atmospheric Administration makes equal opportunity awards	October	Stanley Eames	Minority press; notification to local TV; spotmaster
<u>NOVEMBER</u>				
All	Press release on Commerce minority procurement in October and yearly cumulative	November	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development loans to minority groups in October	November	James Berger	Majority and minority press; spotmaster



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR NOVEMBER 1972

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Press release review- ing contents of OMBE Outlook	November	Channing Hadlock	Minority press and spotmaster
		<u>DECEMBER</u>		
All	Press release on Commerce minority procurement in November and yearly cumulative	December	James Berger	Majority and minority press; spotmaster
All	Press release on Economic Development loans to minority groups in November	December	James Berger	Majority and minority press; spotmaster
All	Press release review- ing contents of OMBE Outlook	December	Channing Hadlock	Minority press and spotmaster
Spanish Speaking	Dedication of EDA- funded recreation/ tourism project	December New Mexico	Barbara Estabrook	Press release to Spanish lists; spotmaster



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Spanish-Speaking	Feature on the activities of the Colorado Economic Development Agency	In hand -- to be scheduled	Barbara Estabrook	To Spanish mailing lists
Black	Feature on Russ Valentine, Census Special Assistant for Equal Opportunity	In hand -- to be scheduled after review and approval	Jack Casserly	To Black media lists; possible spotmaster
Black	Feature on William G. Porter, Assistant Vice President of Marketing, Anheuser-Busch Corporation	In hand -- to be scheduled after receiving picture from company	Jack Stringer	To Black media
All	Feature article on overall minority hiring in the Bureau of International Commerce	Due May 31	Dan Landa	To appropriate mailing lists
	Feature on one minority employee of the Bureau of International Commerce	Due May 31	Dan Landa	To appropriate lists
Black	Feature article on Lutrelle F. Parker, member of the Patent Office Board of Appeals	In hand -- to be scheduled following clearance	Isaac Fleishmann	To Black media lists



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	General feature on minority employment in the U.S. Patent Office	Due May 31	Isaac Fleishmann	To appropriate lists
All	General feature on minority employment in the National Bureau of Standards	Due May 31	William Small	To appropriate lists
All	Feature on National Bureau of Standards hiring of minority Youngsters in the summer	To be scheduled	William Small	To appropriate lists
Black	Feature on National Bureau of Standards work/study program with minority college students	To be scheduled	William Small	To appropriate lists
Black	Feature on D. Dolphus Milligan, on of the National Bureau of Standards' most prolific writing scientists	To be scheduled	William Small	To appropriate lists
Black	Feature on two black program managers in the National Bureau of Standards	To be scheduled	William Small	To appropriate lists



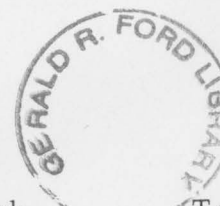
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features, Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	Success story of the National Bureau of Standards upward mobility program--charwoman to editorial clerk	To be scheduled	William Small	To appropriate lists
Black	Feature on job development for Black entertainers in East St. Louis, Illinois, through Economic Development Administration technical assistance grant	To be scheduled	Barbara Estabrook	To appropriate lists
Spanish-Speaking	Job development for Mexican-Americans in Brownsville, Texas port facilities developed with Economic Development Administration public works grant	To be scheduled	Barbara Estabrook	To appropriate lists
Indian	Feature on Indian owned and operated arts and craft center at the Gila River (Arizona) Reservation funded by Economic Development Administration public works grant	To be scheduled	Barbara Estabrook	To appropriate lists



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features, Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Indian	Feature on Indian owned and operated carpet plant funded by Economic Development Administration grant and loan. Crow Reservation, Montana	To be scheduled	William Small	To appropriate lists
Black	Feature on Gallaway, Tennessee, minority representation on Economic Development District Board (The district is Economic Development Administration-funded)	To be scheduled	Barbara Estabrook	To appropriate lists
Black	Feature on job development in Wilson County, North Carolina by various Economic Development Administration-funded projects	To be scheduled	Barbara Estabrook	To appropriate lists
All	Feature on Economic Development Administration minority employment	May 31	Barbara Estabrook	To majority and minority media; possible spotmaster
All	Feature on individual Economic Development Administration minority employee	May 31	Barbara Estabrook	To appropriate lists



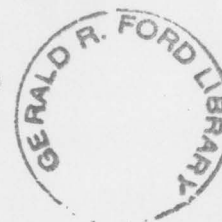
DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features, Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Feature on Bureau of Domestic Commerce minority employees	Due May 31	Bart McGarry	To minority lists
	Feature on Bureau of Domestic Commerce minority employee	Due May 31	Bart McGarry	To appropriate lists
	Feature on National Oceanic and Atmospheric Administration minority employment	Due May 31	Stanley Eames	To minority and majority lists
All	Feature on individual minority employee of National Oceanic and Atmospheric Administration	Due May 31	Stanley Eames	To appropriate lists
Black	Feature on efforts of The U.S. Travel Service to promote African tourism in the United States	To be prepared when current study and program is completed	Robert Jackson	To Black media
Black	Feature on Mrs. Maggie Taylor, matching grants officer of the U.S. Travel Service	Late October	Robert Jackson	To Black media



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features, Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Spanish-Speaking	Feature on secretary in the U.S. Travel Service who helps set up U.S. tours for foreign journalists	Due May 31	Robert Jackson	To Spanish list
All	Feature story on minority females, added to ship-building companies through Maritime Administration, efforts	May 31	Walter Oates	To appropriate lists
All	Feature on Maritime Administration efforts to recruit Spanish-speaking, Black, and women 1972 college graduates	Late Summer	Walter Oates	To appropriate lists
Black	Feature on minority female college student in Maritime Administration's work/study program	To be determined	Walter Oates	To Black media
Black	Feature on minority electrician moving from WS-7 to a GS-11 administrative post		Walter Oates	To Black Media



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR Features, Undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
Black	Carton firm in Pittsburgh now minority-owned through federal assistance	To be scheduled	Channing Hadlock	To Black media
Black	Successful Black Advertising firm in New York City now drawing significant majority clients	To be scheduled	Channing Hadlock	To Black media
Black	The Kenwood Company, a conglomerate, expects sales to exceed \$5 million in 1972	To be scheduled	Channing Hadlock	To Black media
Indian	Indian carpenter now running successful construction firm	To be scheduled	Channing Hadlock	To Indian lists
Black	Clarence Farmer will head minority-owned bank in Philadelphia which he helped to develop	To be scheduled	Channing Hadlock	To Black Media



DEPARTMENT OF COMMERCE MONTHLY MINORITY COMMUNICATIONS PLAN FOR News releases, undated

<u>Minority</u>	<u>Nature of Activity</u>	<u>Time/Date/Location</u>	<u>Person Responsible for Activity Results</u>	<u>Probable Media Coverage</u>
All	Recent executive order requires increased use of minority subcontractors in shipbuilding	As contracts notifications are received	Water Oates	Majority and minority lists
Spanish-Speaking	National Oceanic and Atmospheric Administration prepares press releases in Spanish for hurricane and tornado preparedness and also Spanish spots for radio use on safety during hurricane and tornado seasons	When appropriate	Stanley Eames	To appropriate parts of the country



UNITED STATES GOVERNMENT

DEPARTMENT OF TRANSPORTATION

OFFICE OF THE SECRETARY

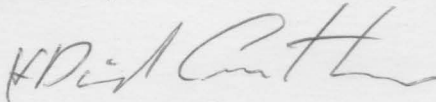
Memorandum

DATE: March 30, 1972

In reply
refer to:

SUBJECT: Minority Media News Dissemination
Plan for the Department of Transportation

FROM : H. David Crowther
Director of Public Affairs



TO : Stan Scott
Assistant Director of Communications

The Department of Transportation has a limited, but reasonably effective program for disseminating information on minorities to minority media. We have directed both news releases and feature stories, with photographs where appropriate, to minority media.

To complement what is basically a news-oriented minority media program, the Office of Public Affairs, in cooperation with the Departmental Office of Civil Rights, has what is considered to be an adequate exhibit program aimed at minorities. A travelling exhibit is displayed at many of the largest conventions and meetings held each year by blacks and the Spanish surnamed.

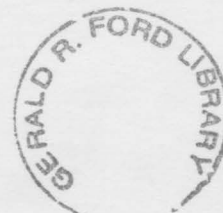
Representatives of the Departmental Public Affairs Office regularly attend conventions, meetings and other gatherings of minority news executives and are members of several minority news-oriented organizations.

THE BASIC PROGRAM:

To strengthen our program and make it even more effective, we propose the following plan:

All Departmental releases will be reviewed for relevance to minority communities. Hard news affecting minority areas will be rewritten to reflect the minority groups' needs and concerns. For example, many of the Urban Mass Transportation Administration's capital grants for new buses provide better transportation for inner city residents. Decisions on Environmental Impact Statements on highways often affect minority communities. These and other issues can be geared towards minority media.

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Releases on contracts and grants given to minority persons or firms will be funneled to minority news media. Wherever possible, black and white captioned glossy prints will accompany the release. These photographs may be on contract signings or on-site shots of minority persons fulfilling contract obligations.

The promotion and appointment of minority persons to responsible positions or executive levels will be the subject of a press release and a glossy photograph.

Special awards to minority persons will be included in our release program. When possible, we will send pictures of the recipient receiving his award from the Secretary or other high Departmental official.

Feature stories will be done on minority persons at all levels within the Department. Stories will be both personality profiles and or project-related. Examples: a secretary -- her job, her aspirations, her interests; a mid-level executive working in relocation housing -- his experiences, his problems, his goals; a supergrade -- his background and duties. Promotions and awards will also be featured, as well as grants and contracts.

Departmental projects with special appeal to the public and news media will be reviewed specifically for minority appeal. For example, the Alcohol Countermeasures Program that is designed to alert the public to the dangers of the "problem drinker" has tapes for use on black and Spanish speaking radio stations.

A memorandum will be prepared for Assistant Secretaries and Administrators explaining the nature of our minority news program and asking their cooperation in carrying out its objectives.

SPECIAL FEATURES:

Spotmasters, or other audio facilities are a good source of material for electronic media, particularly radio. We plan to use minority officials for making announcements of hard news items relevant to minority groups, as well as recording excerpts of speeches given by top minority officials or other top Departmental

-more-



officials whose speeches contain comments affecting minorities. We plan to have at least one item per week for the minority electronic media available on the spotmaster. Minority press will be notified by letter of the availability of the DOT spotmaster. The two principal minority networks will be notified by telephone when these items are available.

All news and feature stories will be accompanied by black and white glossy action photographs, if possible. In other cases, we will attempt to have the subjects photographed with the Secretary or other high Departmental officials.

We will issue releases on a weekly basis. These will bear an "immediate" release date due to the time frame of most minority press.

COORDINATION:

The coordination for all of the above will be handled by the News and Information Division of the Public Affairs Office headed by Alfred L. Sweeney. Mr. Sweeney will alert all public affairs officers to monitor their "beats" for possible feature stories, releases, and spotmaster events. Copies of releases, stories, and scripts for spotmaster will be sent to Stan Scott and Carlos Conde. An information specialist from the Office of Public Affairs will cover these stories and Departmental actions in the civil rights field.

DEPARTMENTAL WHITE PAPER:

The Department of Transportation White Paper on Civil Rights Progress is being drafted and has a tentative April 15 deadline. The paper will include statistics and the philosophy of Secretary Volpe and other Departmental officials relative to employment and promotion of minorities. Information on contracts, loans and grants to minority persons and corporations will also be included. This White Paper will be updated periodically so that it will become a valuable fact and information sheet and a handy reference for speech and news writers.

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UNITED STATES GOVERNMENT

DEPARTMENT OF TRANSPORTATION

OFFICE OF THE SECRETARY

Memorandum

DATE: April 12, 1972

SUBJECT: Minority Media News Dissemination
Plan for the Department of Transportation

FROM : H. David Crowther *H. David Crowther*
Director of Public Affairs

TO : Stanley Scott
Assistant Director of Communications

In reply
refer to:

The Department of Transportation has a limited, but reasonably effective program for disseminating information on minorities to minority media. We have directed both news releases and feature stories, with photographs where appropriate, to minority media. We have established a mailing list consisting of 173 black publications. A list of Spanish language publications will be updated on receipt of a new list from Mr. Carlos Conde.

To complement what is basically a news-oriented minority media program, the Office of Public Affairs, in cooperation with the Departmental Office of Civil Rights, has what is considered to be an adequate exhibit program aimed at minorities. A travelling exhibit is displayed at many of the largest conventions and meetings held each year by blacks and the Spanish surnamed.

Representatives of the Departmental Public Affairs Office regularly attend conventions, meetings and other gatherings of minority news-oriented organizations.

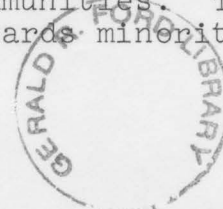
THE BASIC PROGRAM:

To strengthen our program and make it even more effective, we propose the following plan:

1. Review All Departmental Releases:

All Departmental releases will be reviewed for relevance to minority communities. Hard news affecting minority areas will be rewritten to reflect the minority groups' needs and concerns. For example, many of the Urban Mass Transportation Administration's capital grants for new buses provide better transportation for inner city residents. Decisions on Environmental Impact Statements on highways often affect minority communities. These and other issues can be geared towards minority media.

-more-



Releases on contracts and grants given to minority persons or firms will be funneled to minority news media. Wherever possible, black and white captioned glossy prints will accompany the release. These photographs may be on contract signings or on-site shots of minority persons fulfilling contract obligations.

The promotion and appointment of minority persons to responsible positions or executive levels will be the subject of a press release and a glossy photograph.

Special awards to minority persons will be included in our release program. When possible, we will send pictures of the recipient receiving his award from the Secretary or other high Departmental official.

At least one release per week will be sent to those publications on our special minority publications lists.

2. Feature Stories:

Feature stories will be done on minority persons at all levels within the Department. Stories will be both personality profiles and or project-related. Examples: a secretary -- her job, her aspirations, her interests; a mid-level executive -- his experiences, his problems, his goals; a supergrade -- his background and duties. Promotions and awards will also be featured, as well as grants and contracts.

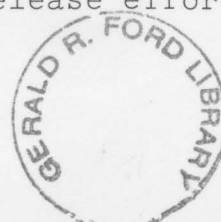
One bi-^{monthly} feature will go out to our special media lists.

3. Special Programs with Minority Appeal:

Departmental projects with special appeal to the public and news media will be reviewed specifically for minority appeal. For example, the Alcohol Countermeasures Program that is designed to alert the public to the dangers of the "problem drinker" has tapes for use on black and Spanish speaking radio stations.

4. Department-wide Cooperation:

A memorandum has been prepared for Assistant Secretaries, Administrators, and Public Information Officers in the modal administrations requiring their cooperation in our feature story and hard news release efforts for this program.



SPECIAL FEATURES:

5. Spotmasters:

Spotmaster, or other audio facilities, are a good source of material for electronic media, particularly radio. We plan to use minority officials for making announcements of hard news items relevant to minority groups, as well as recording excerpts of speeches given by top minority officials or other top Departmental officials whose speeches contain comments affecting minorities.

We plan to have at least one item per week for the minority electronic media available on the spotmaster. Minority press will be notified by letter of the availability of the DOT spotmaster. Third World Media and Black Audio Network will be notified by telephone when these items are available.

Please see attachments for example of hard news release that went out to black press and was used on the Spotmaster.

COORDINATION:

The coordination for all of the above will be handled by the News and Information Division of the Public Affairs Office headed by Mr. Alfred L. Sweeney. Mr. Sweeney will alert all public affairs officers to monitor their "beats" for possible feature stories, releases, and spotmaster events. Copies of releases, stories, and scripts for spotmaster will be sent to Stanley Scott and Carlos Conde. An information specialist from the Office of Public Affairs will cover these stories and Departmental actions in the civil rights field.

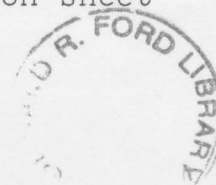
DEPARTMENTAL WHITE PAPER:

The Department of Transportation White Paper on Civil Rights Progress is being drafted and has a tentative April 15 deadline.

The paper will include statistics relative to employment and promotion of minorities in the Department. Dollar values on contracts, loans and grants to minority persons and corporations will also be included.

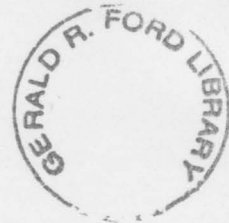
This paper will be updated periodically so that it will become a valuable fact and information sheet for news and speech writers.

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INTERIOR DEPARTMENT

April 1972



MINORITY MEDIA NEWS DISSEMINATION PLANS

PREPARATORY SCHEDULE (To be completed this month)

A. Set up new Departmental addressograph plates for mail lists as follows:

1. Black Newspapers in the U.S. - by State
2. Radio Stations that Direct All or Portions of their Programming to Black Audiences
3. Spanish Press in the U.S. - by State
4. Spanish-language Radio Stations in the U.S.

NOTE: American Indian newspapers and Indian-interest publications are already available on addressograph plates.

B. Hold meeting of public information officers of the Secretary's Office of Communications and all bureau and offices of Interior to outline new thrust on minority media news dissemination. (Date: April 4, 9:00 a.m.)

Agenda:

1. Emphasize necessity for including new minority media lists on distribution of press releases.
2. Stress need for examining all program activities in the light of potential impact on minorities-populated communities in order to gear stories for minorities audience.
3. Discuss preparation of stories for minorities media outlets --
 - . special leads
 - . avoidance of specific release dates or times (most outlets are weekly)
 - . simplified style of writing for broadcast and for translation
4. Instruct bureau information officers to be scouts for minority employees whose jobs, or accomplishments, would make good feature stories.
5. Instruct that one feature per month be produced by each bureau.
6. Emphasize need to direct Spotmaster news to minorities communities. Use minority actuality as often as possible. Try to schedule broadcasts bi-weekly in Spanish language (Monday will be the regular day for minorities broadcasts).
7. Emphasize particular need for continuing flow of photos with cutlines. E.G. Capitol Region NPS police chief on horse; People on job; Indians, blacks, Spanish-speaking at visitor sites; PHOTO FEATURES WILL BE OUR MOST PRODUCTIVE THRUST.

OPERATING SCHEDULE



A. Personality Features Relating to Minorities

1. One feature per month will be produced by each bureau as a minimum in the form of a press release with accompanying photo.
2. Two photos each month from the Bureau of Indian Affairs with cutlines that tell a clear, succinct story.
3. Photos with cutlines as regularly as practicable from other bureaus.

TOTAL MINIMUM INTERIOR OUTPUT MONTHLY - 3 FEATURE-TYPE ISSUANCES

B. Hard News Stories with Minorities Slant

1. One news story each month if practicable from each bureau. Best topics are grants, loans, construction projects, parks and recreation areas. Key to minority interests in the particular locale.
2. One news story each month from Office of Communications.

TOTAL MINIMUM INTERIOR OUTPUT MONTHLY - 1 HARD NEWS ISSUANCE

C. Spotmaster Use for Minorities Outlets

1. Every Monday, the Office of Communications will schedule a special item -- news or feature -- of primary interest to a minority group. They will be developed in cooperation with bureau information offices as appropriate.
2. Spanish-language broadcasts will be done on Mondays. Park Service to cooperate on this.

TOTAL MINIMUM OUTPUT WEEKLY - ONE MINORITIES BROADCAST

D. Recognizing Minorities Interests in Speeches, Reports

1. Information officers in bureaus and Office of Communications will be responsible for reviewing proposed speeches by officials in order to ascertain that appropriate references to minorities are included wherever practicable -- e.g., benefits of programs or projects to minorities in the community; special achievements of the Department in re minorities aid, rights, etc.
2. Copies of report on civil rights progress 1972 to be used by all information officers for reference in writing materials for release.
3. Office of Communications will develop and keep current a record of activities by Interior during past 3 years in programs, projects, grants, loans, hirings, promotions and related assistance to benefit individuals and communities among minorities groups.

U. S. DEPARTMENT OF HOUSING & URBAN DEVELOPMENT
MINORITY MEDIA NEWS DISSEMINATION PLAN

AGENDA FOR THE PRESS

The HUD Office of Public Affairs proposes a concentrated and on-going minority news dissemination effort incorporating the following activities:

1. At least one press release a week for special distribution to the black press and at least one per week for special distribution to the Spanish-Speaking press
2. A minimum of one black and white glossy photograph with line captions for distribution to the minority press (every week)
3. Special distribution of information on certain HUD-related activities to editors of editorial pages in order to stimulate editorial interest in activities or events that have special impact on the lives of minorities. For example, at HUD special handling of this nature would be given notices of new guidelines, regulations, contracts, studies, and other initiatives vital to efforts to institutionalize equal housing opportunity.
4. Drawing from news stories of general interest those elements of special minority interest and enlarging on these points in another release for minority consumption
5. A feature story once a month (at least) for the black press or an article for a black magazine
6. An article or feature story for the Spanish-Speaking press once a month
7. HUD representation at workshops, conventions, and other gatherings of black and Spanish-Speaking newspaper and magazine publishers with appearances or the availability of HUD informational material announced in press releases to the minority media



8. Meetings with minorities to get their reactions to proposed new programs, new regulations, and other new initiatives. Photos and press releases will be distributed to the minority media on these occasions.
9. Weekly fillers on topics of interest to minority communities
10. Notification to minority papers of news conferences and of general interest events
11. Continuing effort to get maximum visibility for minority officials who are on out-of-town speaking engagements and coordination of arrangements for local appearances with business groups, civic leaders, and others with HUD field staff. Invitation to the press and other media will be extended.

AGENDA FOR ELECTRONIC MEDIA

In order to carry out the Department's program for maximum dissemination of news to minority radio and television stations we will:

1. Continue to feed material to the Black Audio Network and Third World Media
2. Record for the spotmaster at least one minority official a week and notify the wire services
3. Expand minority voice actualities to something with more depth for a weekly taping service that would be made available to the ten major market areas (roughly 270 stations)
4. Institute a bi-weekly or monthly taping service for the HUD regions
5. Follow through with plans to interest Washington metropolitan area TV stations in doing a HUD public service program. We will provide video tapes.
6. Record in Spanish for spotmaster using Spanish-Speaking employees within the Department



UNITED STATES GOVERNMENT

DEPARTMENT OF JUSTICE

Memorandum

TO : Stanley Scott
Assistant Director of Communications
for the Executive Branch

DATE: April 6, 1972

FROM : John W. Hushen *gwh*
Director of Public Information

SUBJECT: Communications Plan for News Dissemination to
Minority Media

1. All news releases of interest to minority groups, including those of the Civil Rights Division, will be mailed to minority news media throughout the country on our newly expanded mailing lists.

2. News releases regarding Civil Rights Division activities will be hand-delivered to Washington-based minority media.

3. News releases of Department actions of interest to local minority news media will be telephoned to them.

4. A glossy photo with a short caption of interest to minority news media will be mailed weekly to minority news media throughout the country.

5. A feature article on minority personnel and a glossy photo will be mailed every two weeks to minority news media throughout the country.

6. A monthly column of civil rights and minority activity news will be mailed to minority news media throughout the country.

7. Texts of speeches and testimony of interest to minority news media will be mailed to minority news media throughout the country.

8. Copies of all minority news releases will be sent to Stanley Scott.

9. The Law Enforcement Assistance Administration will insure that minority-oriented programs LEAA funds are properly publicized.



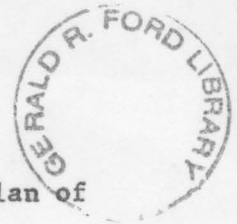
10. Appropriate Department officials will be requested to keep this Office informed of possible news items of interest to minority news media.

11. The use of a Spotmaster will be explored.

12. A White Paper reporting all Department accomplishments in minority activities will be prepared and furnished to key Department officials and to Stanley Scott by April 15.



REVISED PLAN FOR IMPROVING USDA's SERVICE TO MINORITY MEDIA



In line with our March 27 meeting, here's the revised minority media plan of the U.S. Department of Agriculture's Office of Information.

I. SERVICE TO BLACK PRESS

1. Issue at least one 2-page release a week on a minority group member in a responsible position. At least one black and white photo will accompany this release.
2. Release monthly news feature for black newspapers.
3. Continue and increase periodic releases on USDA's Equal Employment Opportunity Programs, and on the Department's Upward Mobility Task Force.
4. Devote more time to developing news features on minority group employees in various USDA agencies in Washington as well as in the field.
 - A. If money becomes available, send a writer-photographer into the field to do illustrated feature stories on minority employees at the local level. Stories would be slanted for regional audiences.

II. SERVICE TO SPANISH-LANGUAGE PRESS & RADIO

1. Issue monthly news feature to Spanish-language press.
2. Issue regular weekly news release to Spanish-language newspapers.
3. Continue monthly radio program in Spanish.
4. Continue monthly Spanish television program.
5. Inform minority-oriented radio stations of Spotmaster service currently available to them.
6. Continue efforts to find money and manpower necessary for special Spotmaster service to minority-oriented radio stations. Currently maximum use is being made of USDA Spotmaster machines. Additional lines and staff would be required to expand service to minority-oriented output.

April 14, 1972

DHEW PLANS FOR DISSEMINATING NEWS TO MINORITY MEDIA

I. Update addressograph plates for minority media

- A. Black newspapers
- B. Black radio stations
- C. Spanish press
- D. Spanish-speaking radio stations
- E. Indian press



II. Contact DHEW agency information officers to inform them of this Governmentwide effort to be more responsive to the needs of minority media and direct them to search out material of interest to minority audiences using the following as a guide:

- A. Personality features--In-depth studies of supergrade minorities, employee awards, accomplishments, promotions, etc.
- B. Speech excerpts--Official speeches that contain messages relative to minorities
- C. Straight news--Personnel appointments, research grants to minority colleges and universities, grants to minority community groups, etc.
- D. Other noteworthy items of interest to minorities--Department programs for upgrading minorities (Project Bridge, Upward Mobility)

DRAFT

OPERATING SCHEDULE

- I. Update present addressograph plates and set up new plates where needed
- II. Contact agency information officers
 - A. Personal contact on a continuing basis
 - B. Official directive from Assistant Secretary Beatty
 1. News releases as stories break
 2. Features (minimum of 1 per week)
 3. Radio spots (minimum of 1 per week)
- III. Activities relative to minority press
 - A. Maintain continual review of all upcoming news releases for possible distribution to minority press. Mail out as released bearing For Immediate Release slug
 - B. Distribute a weekly packet of three features with photos
 - C. Distribute twice a month a packet of fillers: useful publications, health tips, stats, etc.
- IV. Activities relative to minority radio stations
 - A. Notify stations of spotmaster
 - B. Prepare one spotmaster item per week. Number to be increased as circumstances dictate
 - C. Mail out Spanish radio spots to Spanish speaking radio stations as developments break



MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY

DRAFT

TO : Agency Information Heads

DATE: April 13, 1972

FROM : Assistant Secretary for Public Affairs

SUBJECT: Minority News Media



In an effort to be more responsive to the needs of minority media (particularly the Black press, Black-oriented radio stations, the Spanish press and radio stations, and the Indian press) DHEW is committed to a stepped-up program of news dissemination to these media.

In this regard I am asking you to search out material of interest to minorities. (For example, personality features--supergrade minorities, employee awards, accomplishments, promotions, etc.; speech excerpts--official speeches that contain messages relative to minorities; straight news--personnel appointments, research grants to minority colleges, universities, or community groups; and other noteworthy items--special programs designed specifically for minorities).

Each agency is requested to submit the following to the Office of News Services:

1. A minimum of one minority feature with 8" x 10" glossy photo weekly.
2. A minimum of one spotmaster weekly.
3. A minimum of one minority-interest news release weekly.

These required minimums should in no way inhibit you from exceeding these limits when circumstances warrant.

Robert O. Beatty

UNITED STATES GOVERNMENT

DEPARTMENT OF JUSTICE

Memorandum

TO : Stanley Scott
Assistant Director of Communications DATE: March 29, 1972
for the Executive Branch

FROM : John W. Hushen *JWH*
Director of Public Information

SUBJECT: Department of Justice Office of Public Information
Communications Plan for News Dissemination to Minority
Media



The Office of Public Information has a comprehensive program already underway to disseminate news relating to minority groups to the media which serve them.

To that end, this Office will continue to do the following:

1. Mail news releases regarding Civil Rights Division activities to minority media throughout the country.
2. Hand deliver news releases regarding Civil Rights Division activities to Washington-based minority media.
3. Write monthly column of civil rights and minority activity news which is sent to minority news media by Stanley Scott.
4. Send texts of speeches and testimony of interest to minority news media.
5. Prepare news releases, with glossy photos, on employment, promotion and activities of top- and middle-grade minorities.

In addition, to expand our coverage of Department actions and personnel of interest to minority news media, this Office proposes the following points:

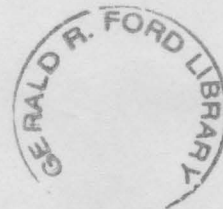
1. Begin to telephone daily news releases of Department actions to local minority news media.
2. Explore the possibility of purchasing a Spotmaster and obtaining necessary personnel to have it function properly.

3. Insure that minority-oriented programs funded by the Law Enforcement Assistance Administration are properly publicized.

4. Begin to seek out feature articles on minority personnel.

5. Begin to send copies of all minority news releases to Stanley Scott.

6. Request appropriate Department officials to keep this Office informed of possible news items of interest to minority news media.



PLAN FOR IMPROVING USDA's SERVICE TO MINORITY MEDIA

For more than 30 years, the U.S. Department of Agriculture's Office of Information has provided information on the Department's programs and policies to the black press, and, more recently, to the Spanish-language and American Indian press. Today 165 black weekly and two daily newspapers are being served. In line with the March 23 Communications Seminar, USDA plans to strengthen this service by:

- * Issuing at least one 2-page release a week on a minority group member supergrade, or a minority employee in a responsible position. At least one black & white photograph will accompany this release.
- * Continue and increase periodic press releases on USDA's Equal Employment Opportunity Programs, and on the Department's Upward Mobility Task Force.
- * Continue to utilize the services of a bilingual staffer who is currently doing a series of articles for the Spanish-language press.
- * Devote more time to developing news features on minority group employees in various USDA agencies, in Washington as well as in the field.
- * Use more space in the monthly newsletter, Agricultural Briefs, for telling of the Contributions of minority group employees.

USDA RADIO SERVICE

USDA's Spotmaster service will be utilized with announcements aimed at minority group audiences. This service is currently available to black-oriented radio stations, however, special efforts will be made to reach these outlets by:

- * Notifying black-oriented stations of the Spotmaster service and urging them to make use of it.
- * Taping announcements voiced by minority group supergrades, whenever it's possible to tie these in with current news events. (Spotmaster service is keyed to spot news events).
- * Consider setting up a special wire -- with a separate telephone number -- to better serve black-oriented radio stations and other stations aimed at minority group audiences.

From: Rufus Wells
USDA Information Specialist

Approved by: Claude W. Gifford
Director of Information

March 27, 1972

