



UNITED STATES
ATOMIC ENERGY COMMISSION
WASHINGTON, D.C. 20545

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September 1, 1972

John R. Totter, Director, DBER

RECOMMENDATIONS FOR PUBLIC INFORMATION ACTIVITIES TOWARD BETTER
COMMUNICATING THE RESULTS OF DBER RESEARCH PROGRAMS TO THE PUBLIC

In connection with your memo of May 18 to the Commission
regarding communications with the public, I am forwarding
recommendations for a plan of activities for the next year.

Original Signed By
Nathaniel F. Barr

Nathaniel F. Barr, Assistant Director
for Measurement and Evaluation
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Enclosure:
As stated

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Recommendations for Activities Toward Better Communicating
the Results of DBER to the Public

- I. Continue the following ongoing activities directed largely at the general scientific community.
 - A. Encourage early publication of results of DBER-sponsored research in accepted scientific journals.
 - B. Organize and encourage seminars and meetings for the scientific exchange of scientific information developed by DBER contractors and related to DBER mission.
 - C. Identify the need for and encourage the publication of books presenting the status of research supported by and relevant to DBER interests.
 - D. Pursue the timely issuance of the following description of current DBER program activities:
 1. Research and Development in Progress - Biomedical and Environmental Research (TID-4060), 2nd Edition.
 2. Summaries of USAEC Environmental R&D (TID-4065).
 3. Biological, Medical and Environmental Research (WASH-1211).

- II. Continue the following ongoing activities directed principally toward the general public:
 - A. Presentation of DBER-sponsored research results of special news interest to newsmen in "Atomec" conferences.
 - B. Invitation of newsmen and leading environmentalists to attend reviews of DBER environmental programs at major research centers.
 - C. Preparation of films for public distribution, portraying aspects of DBER research. Two are now in preparation:
 1. "A Sea We Cannot Sense" on low level radiation. It is in production at ANL and we should see a completed film in December or January.
 2. A new ecology film. Preliminary shooting and script writing are under way. We won't see a finished film until next spring.
 - D. Preparation of additional brochures for public distribution entitled "Nuclear Medicine in Diagnosis," "Atoms in Agriculture," "Energy, Atoms and the Environment," "AEC's Ecology Research Program," and "A Summary of Transuranium Research".

- E. Arrange special events to publicize specific aspects of biomedical research programs similar to that on June 14 at the University of Maryland's Soloman Island Facility, the briefing planned on DBER research on the Great Lakes, and functions associated with the establishment of research parks at AEC facilities.

III. Undertake the following new activities:

- A. Preparation of popularized versions of the United Nations Scientific Committee on the Effects of Atomic Radiation reports.
- B. Direct contact with public information committees of the Radiation Research, Health Physics and Genetics Societies to encourage presentation of research results to the public.
- C. Supplement OIS exhibit in "Energy and the Environment" by displaying DBER activities in environmental research at the AAAS Meeting in December.
- D. Prepare, with OIS assistance, a few "experimental" illustrated taped lectures on DBER activities.

IV. Continue to evaluate the advisability of initiating one or more additional new activities from among the suggestions provided by DBER contractors and staff (attached) with special reference to:

- A. Arranging information visits by influentials to ORNL Biology Division.
- B. The establishment of an AEC or DBER award for special contributions to public communications.
- C. The preparation of a regular current topics report of AEC R&D activities for public distribution.