

m. Dexter

March 31, 1987

MEMORANDUM

To: Distribution

From: Jack Gibbons 

Re: Implementation of Improvements in OTA communications

Enclosed is a paper written by Allen Hammond on the subject of OTA Communications. You will see that it has many suggestions for improvement in OTA's current practices. We are tackling little by little those that seem appropriate to our overall goal of effective communication of our work to our many different clients. So far, we are doing the following:

1. We will start to label the OTA summaries Congressional Summaries to identify them more specifically as targeted for the audience for which they are intended (without detracting from their attractiveness to other readers).
2. We are experimenting with more attention to layout in the Congressional Summaries. The Losing a Million Minds summary for the Dementia project has "callouts", that is, sentences in big type on every two or three pages, that make it easier to follow the main findings of the study.
3. I have been very pleased by the results of the title and cover art "concept meetings" that were held for Losing a Million Minds and the Border War on Drugs and International Competition in Services. I have authorized Kathie Boss to conduct such concept meetings for upcoming report releases with the assistance of the relevant AD's and to use contract services as needed.
4. Experimental four-page Report Briefs have been prepared for the The Border War on Drugs and Human Tissue Culture. (These two reports did not have conventional 30 page summaries). We are in the process of evaluating the layout and writing successes and costs, and are also sharpening the concept of the intended audience and delivery in the Congress and elsewhere. Your reactions and suggestions will be appreciated.
5. CPA is considering ways to get feedback from Congressional staff and Members on the value of the extra effort in Report Brief layout. Again your suggestions will be appreciated.
6. The Writer's Task Force will be considering the suggestions for improved attention to lively writing as part of their general mandate to consider improved writing at OTA. The Task Force plans to make an informal report to the next First Thursday meeting.
7. Kathie Boss and Debra Datcher are working with GPO marketing on several ways to improve public access to OTA reports through GPO. OTA is providing a written description of the anticipated demand for an OTA

report (in the Intent to Publish form) to guide GPO in its print run and publicity decisions. As an experiment, GPO will be selling, for about \$3.25 each, the 80 page summaries of the forthcoming Losing a Million Minds report. GPO believes there will be significant public demand for this summary document.

8. CPA will be experimenting with different methods of targetting better the several thousand names on the CMS (Computerized Mail Service) list. The list and service are described in Appendix 1 of Allen Hammond's report.

There will be a discussion of improved OTA Communications at the next **First Thursday meeting on April 2**. We would like to have your reactions to what we are doing so far, and your ideas for further improvements.

Distribution

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