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**Federal Aviation
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Western-Pacific Intercom



Public Affairs Conference Held In Los Angeles

Cover Story

Story and Photos by Elly Brekke

You're on a live radio talk show. The producer has asked you -- as an FAA spokesperson -- to speak on the issues of "the safety of our skies." The director gives the cue, and you're on the air.

"Good morning. Welcome to 'Speak Out'. With us today is Mr. Joe Jones, Manager of Podunk Air Traffic Control Tower. Tell me, Mr. Jones, does the FAA believe that there are UFOs? And do you believe in little green men who violate our air-space regulations?"

Now, what do you do? Remember... you're on live radio. Not much time to think... Not much time to keep clearing your throat... Not much time to hesitate...

Managers who attended the recent Public Affairs Conference held in Los Angeles, Calif., had an opportunity to learn how to deal with the media--whether it be radio, television, magazine or newspaper. The two-day conference opened up with a session hosted by Mr. Peter Jacobi, Professor of Journalism, Indiana University and formerly with Chicago NBC and ABC networks. Subjects covered included dealing with news media; preparing for press interviews; learning how to gain control of media situations and develop strategies; handling reporters and press conferences; and making the best use of manners and mannerisms. Through actual staged performances with audience participation, taped mock TV shows were viewed and critiqued.

The second day featured an array of guests from national and regional headquarters, including Assistant Administrator for Public Affairs, Stephen Hayes (APA-1), who addressed media relations from headquarters perspective. Also making presentations were Fred Pelzman, Manager, Community and Consumer Liaison Division; Phil Woodruff, Aviation Education Specialist; Sandra Campbell, Public Affairs Specialist from Central Region; Barbara Abels, Regional Public Affairs Officer; Elly Brekke, Public Affairs Specialist and INTERCOM

editor; with final closing remarks by Regional Director Mac McClure. The audience had an opportunity to learn more about national Public Affairs policy, the Consumer Complaint hotline, FAA Coordinator program, Aviation Education, INTERCOM publication and FAA World submissions.

A highlight of the second day came when the audience had a chance to "put the shoe on the other foot." Aviation and Space Magazine editor and book author Frank Burnham, and Los Angeles Times reporter David Freed addressed the group on reporting from their perspectives. Audience participants were able to ask many questions, and to get a feel for a reporter's view.

More than 200 FAA managers and employees from across the nation attended the conference. All walked away with new skills and expertise in dealing with sensitive media situations.

And how you deal with questions about little green men? Come to the next FAA Public Affairs Conference and learn. Or, be prepared before that interview and consult with your Public Affairs Staff.

Cover photo: Assistant Airway Facilities Division Manager Don Tom approaches the audience participation microphone to ask Los Angeles Times reporter David Freed a question.

Western-Pacific Intercom

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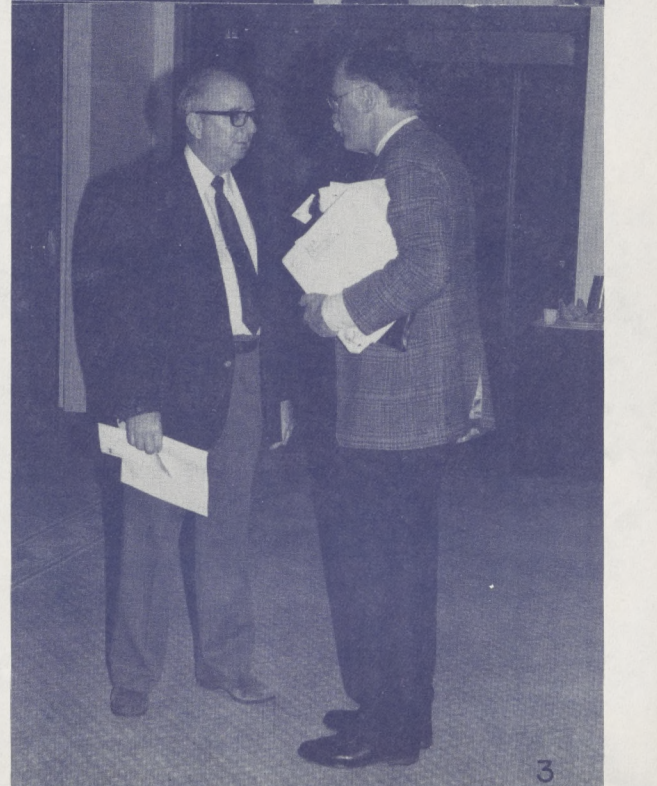
Top, left -- Managers from all over the region attended the Public Affairs Conference this spring.



Top, right -- Regional Director Mac McClure (right) reviews the plans for the San Jose Safety Seminar with Edge Ritter, San Jose Flight Standards District Office Manager. The breaks during the conference afforded the participants the opportunity to catch up on a lot of business.



Middle -- Attending from the Coast Air Traffic Hub are, from left, Kitty Kuhlmann, Area Manager at Coast TRACON and former Fullerton Tower Manager; Jim McCord, Long Beach Tower Manager; and Bob Brekke, Assistant Air Traffic Manager at Coast TRACON.



Below -- San Jose FSDO Accident Prevention Specialist Carl Borchers discusses the Consumer Hotline with Fred Pelzman from FAA Headquarters.

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Public Affairs Conference Draws National Attendance

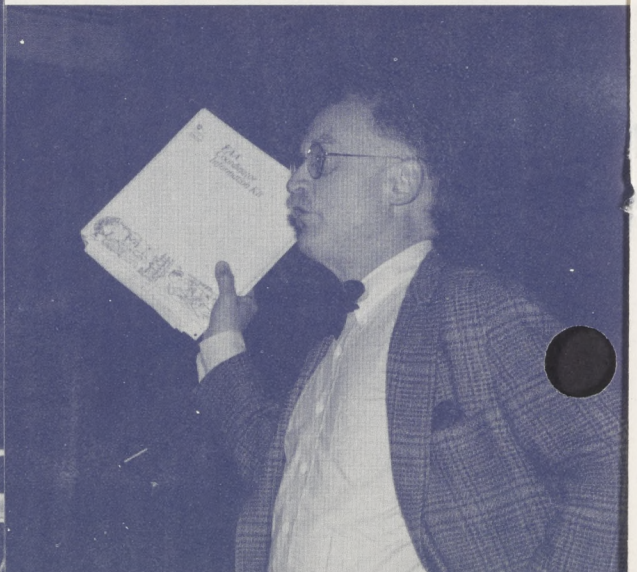
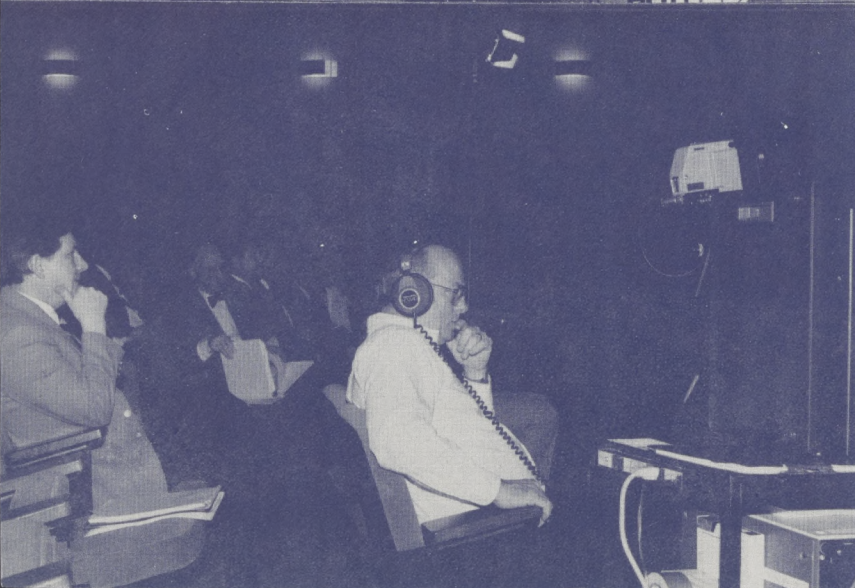


Top -- Public Affairs Offices throughout the nation were represented including (from left) Phil Woodruff, Headquarters; Sandra Campbell, Central Region; Mary Jo Byberg, New England Region; and Barbara Abels, Western-Pacific Region.

Middle -- Frank Burnham, author of the book Cleared to Land, speaks to the conference on the subject of a reporter's interaction with the FAA.

Below, left -- The Regional Training Branch was on hand throughout the conference to manage the smooth flow of events. Here, Jerry Perkins views the monitor as he video-tapes the entire 2-day session.

Below, right -- Fred Pelzman, Manager, Community and Consumer Liaison Staff, APA-200, speaks to the crowd about the FAA Coordinator program.



San Diego Area Phone Numbers Change

Commercial telephone service in the San Diego 293 exchange area experienced a prefix change from 293 to 557 on May 22. The last four digits of the telephone numbers will remain the same.

Joe Alvarez Receives Director's Honorary Award

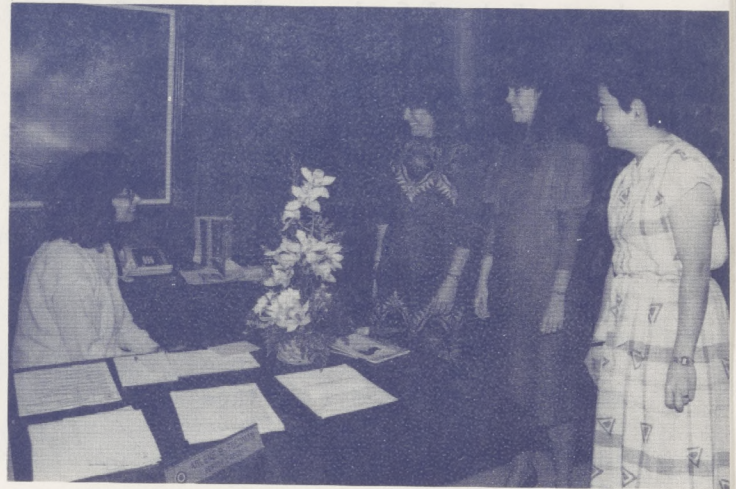


Joe Alvarez, currently the Manager of the Human Resource Management Division, was recently presented the Director's Certificate of Achievement Award by Regional Director Mac McClure.

The Regional Director had received a letter signed by all division managers and staff officers, and members of his immediate staff, expressing their appreciation for the outstanding support Joe provided while he served as his Special Assistant. The letter cited Joe's willingness to help, his ability to expedite matters requiring action by the Regional Director, and his concern for employees.

Joe began serving in his position as Human Resource Management Division Manager on March 1.

FWP Welcomes Arlene Feldman To Western-Pacific Region



The Regional Federal Women's Program Committee recently welcomed Deputy Director Arlene Feldman to the Western-Pacific Regional Office. The FWPC honored Arlene with a floral arrangement made of orchids. Making the presentation to Arlene (left) are FWP Officers. There are, from left, FWP Manager Cathy Trujeque, Vice Chairperson Elaine Collander and Treasurer Sandy Monge. (Photo by Elly Brekke.)

Los Angeles Center Hosts Pilot Education Program

Operation Raincheck is a pilot education program designed to acquaint general aviation pilots with air traffic control procedures and airspace.

This program resumed on April 11 and in four sessions, 108 pilots have attended. Operation Raincheck runs every weekend except holidays and is presently scheduled through the end of September. The program will probably run through December 1987.

Anyone interested in attending these sessions, may contact Jerry Gelardo at 805/265-8341.

FERS Information Available

The Human Resource Management Division has distributed the following material in the Federal Employees Retirement System and the Thrift Savings Plan (TSP): FERS Pamphlet, TSP Booklet = 2/15/87 to 4/30/87 Open Season, TSP Booklet = 5/15/87 to 7/31/87 Open Season, TSP Elections Forms = for both open seasons, TSP Designation of Beneficiary Form, Video Tape titled "FERS = An Overview/Thrift Savings Plan," Video Tape titled "OPM = FERS, Today's News... Special Edition" and Federal Retirement Benefit Analysis PC Disc.

These are yet to come: Questions and Answers on the Thrift Savings Plan, FERS Transfer Handbook, FERS Conversion Forms and Request For Earnings Form to Social Security.

We urge all employees to take advantage of all the information we have sent and will continue to send. If you have not seen some of the material listed above, please let your Supervisor know so he/she can get the material to you.

News From San Carlos Tower

San Carlos Tower employees gave a big welcome to Manager Ron Franson earlier this year. Ron worked his way through the ranks via Los Angeles Center Bay, TRACON, Oakland Towers and Reid-Hillview as a supervisor. Ron lives in Danville with his wife and three children.

Congratulations to Oliver "the Doctor" Campbell on his receipt of a letter and cash award based upon his superior performance. The Doctor was commended for outstanding work during many very stressful sessions and for the numerous compliments from the users.

Congratulations to Julia Carlton upon her promotion to Oakland Towers.

Welcome aboard to the newest members of the San Carlos team, Rick Paris and Jon Snyder. Rick and Jon are progressing rapidly through the check-out process.

Melinda Marquez Earns Award

Melinda Marquez was recently given a Quality Step Increase for her superior work as a Personnel Action Clerk in the Operations Branch. Melinda processes a large block of Air Traffic Control facilities and has consistently been cited by the field for attention to detail, responsiveness and courteousness.

Melinda has also been cited by the Human Resource Management Division for her extra effort in drafting standard operating procedures and providing training to less experienced clerks.



Photo: Melinda Marquez (right) is presented with a Quality Step Increase Award from supervisor Todd Pearson. (Photo by Russ Park.)

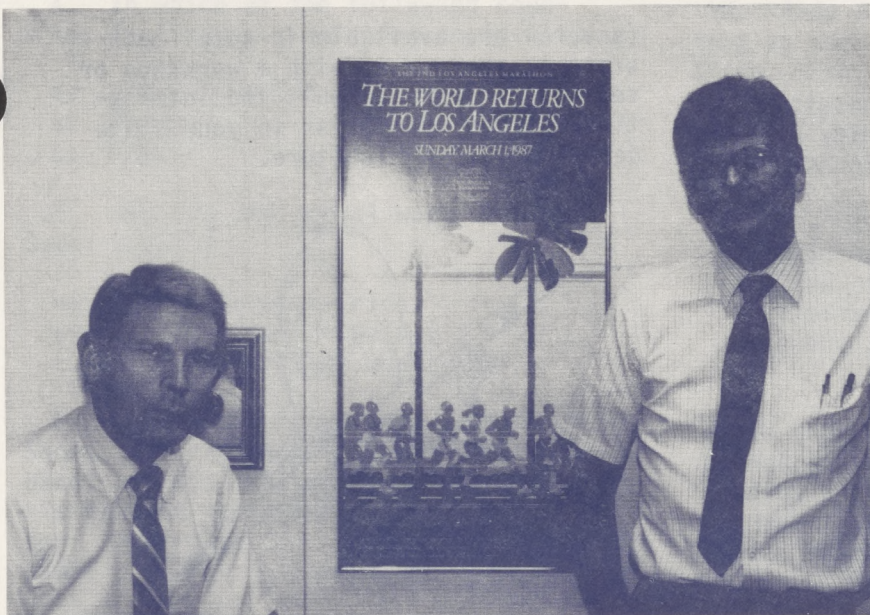
Air Traffic Division Awards

Congratulations to the recipients of the following awards:

Special Achievement Award for Sustained Superior Performance = Joe Fowler, AWP-505; Al Riedel, AWP-580; Gary Fisher, AWP-580; Donald Roberts, James Manson, Fred Kelly, Billy Lee and Sheree Geil all in AWP-510; William Reidy, Frank Torikai and Sheryl Avery all in AWP-530; Eileen Partridge, AWP-570.

Quality Increase Award = Soonalote Trufelet and Donald Polito of AWP-505; Karen McDonald, AWP-530.

On the Spot Cash Award = Vincent Hill, AWP-510.



Morton and Brownlow

Compete in

L.A. Marathon

On Sunday, March 1, Roger Brownlow (left) and R. C. Morton, Operations Inspectors at the Riverside Flight Standards District Office competed in the Second Annual Los Angeles Marathon.

Out of a starting field of over 15,000 runners, both R. C. and Roger finished within the top 20 percent. R. C. accomplished the 26.2 mile race in 3 hours 42 minutes while Roger finished in 3 hours 47 minutes.

The two runners trained together for the event by running an average of 45 to 50 miles per week for three months prior

to the event. They are both active members of two track and running clubs in the Riverside area.

R. C. has been running since 1975 and has run two previous marathons including the first L. A. Marathon. Roger began running in 1978, this was his first marathon.

When asked immediately after the race if they intend to run again next year the unanimous answer was a resounding "Never again!" (Word has it, however, that both runners are already in training for next year's marathon!)

Jan Ellis Earns SAA

Janeth Ellis, Administrative Officer at Los Angeles Airway Facilities Sector received a Special Achievement Award with an outstanding rating for her meritorious work during the Los Angeles Sector and Lancaster Sector consolidation. The award was presented during the Los Angeles AFS Managers/Supervisors Conference at Burbank AF Sector Field Office.

Photo: Jan Ellis, right, is congratulated by Los Angeles Assistant Airway Facilities Sector Manager Jim Lougheed.



Etiquette Abroad

It is uncommon in the business of reporting news that an opportunity presents itself to convey a serious message in a light manner.

Foreign Agriculture, an USDA publication containing tips for those who would become involved directly in marketing/selling their product abroad, presents just such an opportunity.

The information is serious, very serious for those who plan to venture abroad and make direct contact with the customer community. The USDA cautions them to "be attuned to business etiquette" and INTERCOM agrees.

The proverb "When in Rome do as the Romans do," pertains to business persons as well as tourists. Being attuned to a country's business etiquette can make or break a sale, particularly in countries where 1,000-year-old traditions can dictate the rules for proper behavior.

Some of the considerations include:

--Local customs, etiquette and protocol.

--Actions often speak louder than words as in the case of body language or facial expressions.

--Expressions of appreciation often can lead to the wrong interpretation. For instance, giving and receiving gifts can be a touchy subject in many countries and to do it badly can be worse than not doing it at all.

--It is important to watch one's choice of words. You need to know when or when not to use slang or tell a joke even if you are conversant with the language in that country.

Take this little, informal test and see just how good your knowledge of do's and taboos when in foreign countries may be. (The correct answers can be found at the end of this article.)

While this test certainly isn't comprehensive, your score on a scale of one to 10 will indicate if you may need to consult a book on business etiquette

(several are available in local bookstores); sharpen up with a workshop or seminar; or even consult the international trade specialist in your state department of agriculture.



Questions

1. You are in a business meeting in an Arabian Gulf country. You are offered a small cup of bitter cardamom coffee. After your cup has been refilled several times, you decide you would rather not have any more. How do you decline the next cup offered to you?

- Place your palm over the top of the cup when the coffee pot is passed.
- Turn your empty cup upside down on the table.
- Hold the cup and twist your wrist from side to side.

2. In which of the following countries are you expected to be punctual for business meetings?

- Peru
- Hong Kong
- Japan
- China
- Morocco

3. Gift giving is prevalent in Japanese society. A business acquaintance presents you with a small wrapped package. Do you:

- Open the present immediately and thank the giver?
- Thank the giver and open the present later?
- Suggest the giver open the present for you?

4. In which of the following countries is tipping considered an insult?

- a. Great Britain
- b. Iceland
- c. Canada

5. What is the normal work week in Saudi Arabia?

- a. Monday through Friday
- b. Friday through Tuesday
- c. Saturday through Wednesday

6. You are in a business meeting in Seoul. Your Korean business associate hands you his calling card, which states his name in the traditional Korean order: Park Chul Su. How do you address him?

- a. Mr. Park
- b. Mr. Chul
- c. Mr. Su

7. In general, which of the following would be good topics of conversation in Latin American countries?

- a. Sports
- b. Religion
- c. Local politics
- d. The weather
- e. Travel

8. In many countries, visitors often are entertained in the homes of clients. Taking flowers as a gift to the hostess is usually a safe way to express thanks for the hospitality. However, both the type of flower and color can have amorous, negative or even ominous implications. Match the country where presenting them would be a social faux pas.

- 1. Red roses
- 2. Purple flowers
- 3. Chrysanthemums
- a. Brazil
- b. France
- c. Switzerland

9. In Middle Eastern countries, which hand does one use to accept or pass food?

- a. Right hand
- b. Left hand
- c. Either hand

10. Body language is just as important as the spoken word in many countries. For example, in most countries, the thumbs-up sign means "okay." But in which of the following countries is the sign considered a rude gesture?

- a. Germany
- b. Italy
- c. Australia



Here are the answers:

1 = c. It is also appropriate to leave the cup full.

2 = a, b, c, d and e. Even in countries where local custom does not stress promptness, overseas visitors should be prompt.

3 = b.

4 = b.

5 = c.

6 = a. The traditional Korean pattern is surname, followed by two given names.

7 = a, d and e.

8 = a and 2. Purple flowers are a sign of death in Brazil, as are chrysanthemums in France (b and 3). In Switzerland (c and 1), as well as in many other northern European countries, red roses suggest romantic intentions.

9 = a. Using the left hand would be a social gaffe.

10 = c.

Handbook On The Way

A new, revised version of the FAA Employee Handbook is now in the final phase of coordination and should be in distribution by September 30.

Major revisions are being made in the performance appraisal and benefits sections to reflect the many changes that have occurred since the last handbook update in Feb. 1984. Included are recent changes in the agency's performance system and the addition of new retirement options, such as the Federal Employees Retirement System (FERS) and the Thrift Saving Plan.

MLS Demo Site Dedicated

The Microwave Landing System (MLS) demonstration site at Mid-Continent Airport in Wichita, KS, opened May 28.

FAA is providing 16 cooperating operators with MLS navigation equipment during the two year demonstrating program. Each participating operator will be required to make at least ten MLS approaches each month and submit a written report on results.

Wilcox Electric of Kansas City, MO, provided the ground equipment and Allied Bendix and Sperry the airborne units.

Don't Go Near The Water

More people died in recreational boating accidents in 1986 than all segments of aviation combined. According to the National Transportation Safety Board (NTSB), the 1,030 aviation fatalities last year were just under the 1,066 deaths recorded on the nation's waterways. Overall, aviation accounted for only two percent of the 48,601 transportation fatalities in 1986. As usual highway deaths led the way with a total of 45,840. That's up from 43,795 in 1985.

May World Is Eclectic

The May FAA World is filled with "articles of lasting interest" to borrow a line from another publication. There is a report on the status of the NAS Plan, an article on how Air Traffic's "Tiger Teams" tame delays, a profile of the new AWP-2 (Arlene Feldman), a firsthand account of the controller chair saga, A Vietnam remembrance of OSU football coach Woody Hayes and, well, much more. Pick up a copy; take it home; read it; enjoy.

New Traffic Display At Central Flow

Air traffic control specialists at the Central Flow Facility in Washington headquarters are discovering the truth of the old adage that "One picture is worth 1,000 words."

On May 17, the facility went operational with a new Aircraft Situation Display that can show at one time all aircraft being tracked by en route center radars nationwide. The computer-generated display is updated every four minutes.

And that's only the beginning. The Central Flow controllers also can adjust the system so that it will highlight in color those airplanes headed for or departing from a particular airport, such as Chicago O'Hare or Los Angeles International. In addition, data tags can be generated for each target and all of the information printed out for further study and analysis.

Other system options include the ability to "zoom" in on a particular geographic area or airport, project arrival times at airports and display aircraft by altitude strata.

Central Flow Control's Acting Manager, John Richardson, said the new equipment provides an important new tool for managing traffic flows systemwide and should be a big help during the upcoming peak summer travel season. He expects all 20 domestic centers to have similar capabilities by the summer of 1988.

News In Brief

* FAA is developing a response to the May 13 recommendations by the National Transportation Safety Board (NTSB) to restrict traffic levels this summer in order to prevent overloading of the en-route system. The Board noted that controllers interviewed during the study do not believe the present ATC system is "unsafe" but noted that "many believe that an unsafe situation could develop if the traffic volume continues to increase." The agency already has initiated a number of actions relating to the NTSB recommendations including commissioning of a new traffic management tool, known as the Aircraft Situation Display, in the headquarter's Central Flow Control Facility. See related story.

* Responding to the NTSB report, Airline Pilots Association spokesman Tom Ashwood told a national television audience on May 14 that pilots who use the system daily, "Do not see any particularly bad trends and if we do see any, of course we will cooperate with the FAA and other government authorities to make sure those cracks would be repaired. But right now I would say that the traffic system, to the best of our knowledge, is a safe system."

* Administrator Engen has named the manager of the Technical Center's Systems Division, Joseph Rubino, as Acting Director of the center. The 30-year FAA veteran replaces Arlene Feldman, who is now Deputy Director of the Western-Pacific Region.

* A gala party will be held for current and former McChord RAPCON personnel on June 5 to mark the facility's closing. The RAPCON has been guiding traffic into the Air Force Base in Washington State since 1954 and will officially close on July 4 when the Seattle/Tacoma International Airport Approach Control will take over the job.

* FAA has proposed that new transport category planes be equipped with means to alert flight crews of potentially unsafe low fuel conditions. The proposed rule was prompted by several recent incidents of planes losing power on all engines as a result of fuel depletion. The comment period on the proposal ends Sept. 9.

Bad Day On Blowhard Mountain

Spring comes late to the Blowhard Mountain long-range radar facility in Utah, so this story about an FAA electronics technician saving four people from a raging blizzard is not completely out of season. Besides, the name of the facility in itself merits some attention.

Ralph Mortensen was alone at the radar station atop the 10,693-high peak on the last day of February when notified by the Utah Highway Patrol that two persons were stranded on an impassible stretch of mountain highway below him. After getting phone clearance from his supervisor, he set out in the facility's Snow Cat and managed to locate the stranded motorists after nearly two hours of hard driving in blizzard conditions. He also found two other marooned travelers and drove all four back to the radar station where he provided hot food and shelter until the storm had blown itself out.

The long range radar on Blowhard Mountain is the highest in the nation and serves both the Salt Lake City and Palmdale Air Route Traffic Control Centers.

Chemical Abuse Meetings Slated

Chemical Abuse Meetings are regularly held in the Regional Office. Old and new members are welcome. For more information, contact Anne Clayton in the F&E Program Section, Airway Facilities Division, at 213/297-1420.

Phoenix Air Traffic Hub Awards

Congratulations to the following folks who recently were presented awards in the Phoenix Air Traffic Hub:

Quality Increase -- Connie Nelson, Phoenix TRACON; Norman Lavinder and Kathy Wallmueller, Phoenix Tower; and Cari Fasanella, Tucson Tower.

Special Achievement Award -- Carol McCormick, Phoenix TRACON.

On-the-Spot Award -- Joseph Stepard, Phoenix Tower and Constance Conroy, Phoenix TRACON.

Tips On News Media Interviews



Many managers attended the recently-held Public Affairs Conference for Managers in Los Angeles. After returning to San Diego, FAA Coordinator John Tompkins immediately briefed local managers who could not attend. Ed Ray, Air Traffic Manager at Gillespie Tower, took notes and compiled them into 16 ways in which we can respond more effectively to the media. We thought they were good enough to reprint. Here they are:

1. "Shut up" until you have time to think. Nothing requires you to answer questions instantly. Silent periods are just edited out of recorded material anyway.
2. "Wait, let's try that again." If you don't like the way your answer is sounding, stop, and tell them you are going to start again. Think again, then start.
3. Be brief, but get the part in that you want the public to hear.
4. Use the reporter's name in your answer; they seldom cut out their own name.
5. Get what you want to say up front; it's harder for them to cut the beginning of your answer than it is the last part.
6. Don't be a slave to the question. Some questions are posed in a way that's hard to answer. If so, quickly go on to what you want to say on the subject.
7. Find out what they are really looking for. Before going on the air, ask them what they actually want. Usually they don't know, because they are no more experts in aviation than you are in broadcasting. Tell them what you do know, and that you will be willing to talk with them about those things. Chances are they will jump at it, and you can talk about what you know best.
8. Be yourself; don't try to be something you are not. Be enthusiastic, likeable, warm, specific, correct. Use, "I don't know," if that is the case.
9. Good analogies are useful. It helps understanding if you can explain something not well known in terms that are commonly understood.
10. Keep your cool. They may not have much to report at first, but if you blow your cool, they will!
11. Sit forward in your chair. If seated, it's harder to fidget and look uncertain if you are seated forward.
12. If not comfortable with setting, make them change it. They are always anxious to set things up properly.
13. If addressing an audience, speak as though you were talking to one person in the group. It's more effective this way.
14. Don't comment on what someone else meant by a statement. You don't know what someone else meant any more than does the questioner. If they want to know what another meant, they can go ask the other party.
15. You can question the questioner. Even in a live interview, you can ask questions of your own, or turn the interviewer's questions back on him/her. Before an interview begins, find out what the interviewer intends to ask you about; agree on what you will be willing to discuss, and don't talk about other matters, especially if they are areas where you lack knowledge. However, don't answer with "No comment"; the press love that!
16. Don't be critical of or condescending toward media people for not knowing more about aviation. Consider that 15 minutes before talking to you, they were covering a story about nuclear energy, and within a half-hour after leaving you, they may be working on a criminal activity case. They can't possibly be expert in all, or maybe any, of the stories they cover.