

Indian Health Area Director

October 11, 1967

Area Public Information Specialist

New Position Description Review - October 9, 1967

This will answer in part a few of the questions raised during our brief session Monday afternoon.

You suggested that my correspondence might indicate criticism of management of the Oklahoma City Area. This is certainly not my intent. I am not in a position to understand the problems you must have encountered this past four months with DIH encouragement about funds, being changed abruptly to strict travel limitations again for program chiefs; mushroom equipment procurement; great expansion of field health services; move to new Area Office; two Service Unit Director conferences with turnover in the group at end of fiscal year, etc. etc. Until I learned about the coming September Civil Service review of Personnel Management, I had not been unduly concerned that you would soon rectify some of the inequity in classification of the Public Information position. This is the source of any unhappiness which I am experiencing.

For ten years I have served Indian Health as a Public Information Officer. In the beginning we had funds for but a GS-7 Public Information Specialist, which is trainee status. With five different Medical Officers in the first seven years, reclassification for this work got neglected. For four months I have entertained firm hope that you would soon reclassify my position more correctly to Public Information Officer GS-9.

I was deeply disappointed that you ^{mis}interpreted my July 24 suggestion about an award as a means to do this. You thought it pure "self-seeking" on my part. This was merely a method by which we could have avoided embarrassment by Civil Service. Also, I sincerely hoped that the clipping-productive guides I have supplied the field could be given your support in this manner. (I recall an earlier formal Suggestion made DIH in March 1965 was removed from Suggestion channels with a memo to me suspecting mere personal ambition.) I would think that an employee's desire to be used to full potential and paid correctly would be acceptable. I am sorry that my thinking for DIH is so misunderstood.

With most of your staff I was disappointed in travel limitations. Cutting Information Services \$600. travel fund in half, and then dividing into strict quarter-only usage is extremely limiting. In the

past we have combined contacting newspapers in a Service Unit with photographs and interviews at health stations and hospitals, all prior planned with Area program branch chiefs. With travel funds as they now are, I see the amounts as money to use in a possible public information emergency; or during 1967-68, quarter by quarter, allowing return of funds to the pot to help orient the expanded Area staff.

With above in mind, I have doubled my efforts to assist Service Unit Directors and Environmental Health staff through provision of written guides. New Service Unit Directors responded well in my bid for cooperation to bring newspaper, radio and TV lists current. PHS Sanitary Engineers were even more helpful because some of them and the PHS Sanitarians had had benefit of ^{my} training in Area Environmental Health workshops in recent years. Thanks to Press Day at the Fair bringing the most aggressive politically-minded publishers into Oklahoma City in September, we had occasion to visit personally with most of the newspaper men and their wives from PHS hospital cities. During Service Unit Directors' September institute a few of them thanked me for the extra perspective the written guides had given, and the reassurance of Area Office support. This gave me an opportunity to thank them for taking the time to read the material, for we know how little time there seems to be for this type study.

One of the reasons it is best for me to resort to writing to you is that, being new, you are very much in demand by all of us, and also in our few sessions you have surprised me ~~me~~ with an erroneous conception of me in my ability and desire to serve you, ~~that~~ I did not care to use the brief hurried time with protests. As just one example, you questioned my talks on Indian Health in the position description with, "You are neither qualified nor trained for such."

I believe a brief review on this may serve to reassure you. At home the jewelry case is lined with highschool State medals in Speaking. I was a Dramatic major in college until the President, Dr. W. B. Bizzell, chose to train me in public relations for higher education and represent The University of Oklahoma. Among my speaking assignments was a weekly radio program on WNAD, directed by T. M. Beaird. During the Capper Publications assignment in Topeka, I was used as a speaker to agricultural-industrial conferences in an effort to spark industrial development in Kansas. A letter to Doctor Wagner, May 1965, from Frank Carlson, Senior Senator for Kansas, recalls that I was a popular speaker also on Indians. "Who's Who in Greater Oklahoma City" published in 1966 gives current credence to speaking achievements.

In recent years, working with the Southwest Center for Human Relations Studies at O. U., I have become interested in practicing methods and techniques to achieve audience participation. In July when I talked to NDEA Summer Institute for Teachers of American Indians, we had

success in a play-back report on PHS-DIH public information from 36 teachers from all over the country. They enjoyed being brought current on PHS progress in Indian Health with statistics, but even more important, they became interested in aiding PHS in informing Indian students about enlarged opportunities to serve in the health field. The names and addresses given me for follow-up PHS public information on Indian Health are not only reassurance on speaking ability, but on success in the two-way group communication process, which most of these teachers appreciated.

You suggested to Service Unit Directors at the Sheraton that we all "develop shorter memories," suggesting that we throw out the discouraging aspects in past relationships in DIH. I am trying so hard to practice what you preached that night. As I told you then, you are as good at speaking as our former Senator Robert S. Kerr when he "hit the Baptist trail" as we say in Oklahoma political vernacular. Many of your staff that night expressed to me equal surprise at your gift for oratory. Until that night you had let your new Executive Officer take that role. We expect oratory from the Indians. It is an art they respect. You will be our first IHAD who is a match for them.

Speaking of Executive Officers and speech making reminds me that Ernie Downing had the ability to hold a crowd enthralled for twenty minutes and never get off the Area Installation Directory. The places familiar to the people and the people in Indian Health, as well as the services, had a consistent appeal to Indians and non-Indians.

I appreciated your tearing apart the former form letter for answering routine queries, and your suggestion that I enlist Tribal Affairs Officer and Health Educator assistance in framing new form correspondence. Could we also get together with Key Wolf and Ann Obert to review the 1962 Information Services Objectives supplied you, and obtain their suggestions for methods by which Tribal Affairs Office and Public Information Services can best cooperate to serve you in public information. Another new staff member from Oregon, Keith Sherer, has indicated interest in reviewing the public information methods which have been successful in publicizing PL 86-121 sanitation construction in the Service Units.

Thank you again for seeing me late Monday in order to allow me to attend my cousin George Chaney's Tuesday funeral and call on his mother in her nursing home in McAlester.

Sula S. Goodman

If Robertson persists in his unhappiness, I shall ask him to help me decide which WDH Area to apply to as Public Information Officer & he may read my Form 57.