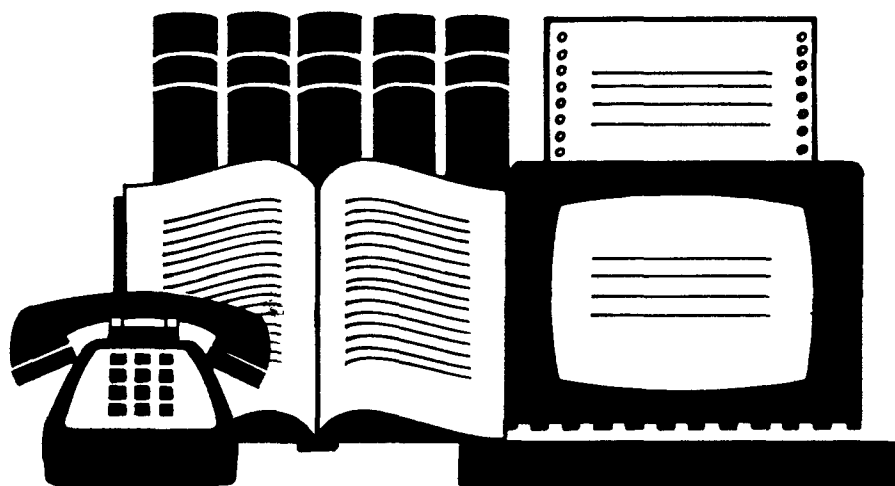




Bibliographic Series

Technology Transfer: Hotlines



TECHNOLOGY TRANSFER: HOTLINES

FEBRUARY 1990

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HOTLINES BIBLIOGRAPHY

INTRODUCTION

Hotlines are special telephone information services, often toll-free, developed by organizations to provide outreach to selected communities. Both the public and private sectors use hotlines to provide information and referral, assist with public relations, and facilitate communication and technology transfer. There are hotlines on a wide range of interests, including topics as diverse as AIDS, hazardous waste disposal and popular snack food products.

This bibliography was produced for EPA program staff by Mary Stevanus, Reference Librarian, Environmental Protection Agency (EPA) Headquarters Library. It categorizes selected citations and descriptive abstracts for an overview on hotlines, including case studies, evaluation, and technology. Materials listed in the bibliography include books, reports, and non-technical magazine articles.

Citations were selected from commercial databases, accessed through DIALOG. Source of citation and abstract is noted by an abbreviation in brackets at the end of each item. A list of databases used appears on the following page.

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[ABI]	ABI/INFORM Data Courier 620 South Fifth Street Louisville, KY 40202
[CDB]	COMPUTER DATABASE Information Access Company 11 Davis Drive Belmont, CA 94002
[CPX]	COMPENDEX PLUS Engineering Information, Inc. 345 East 47th Street New York, NY 10017
[DOE]	DOE ENERGY U.S Department of Energy Technical Information Center P. O. Box 62 Oak Ridge, TN 37830
[ENV]	ENVIROLINE Environment Information Center, Inc. 292 Madison Avenue New York, NY 10017
[ERIC]	ERIC Department of Education Office of Educational Research & Improvement Educational Resources Information Center Washington, D.C. 20208
[INSP]	INSPEC Institute of Electrical Engineers Station House, Nightingale Road Hitchin Herts SG5 IRJ London, England
[ISAB]	INFORMATION SCIENCE ABSTRACTS IFI/Plenum Data Company 3202 Kirkwood Highway Wilmington, DE 19808

- [LISA] **LIBRARY AND INFORMATION SCIENCE ABSTRACTS**
Library Association Publishing
7 Ridgmount Street
London WC1E 7AE, England
- [MC] **MANAGEMENT CONTENTS**
Information Access Company
11 Davis Drive
Belmont, CA 94002
- [MI] **MAGAZINE INDEX**
Information Access Company
11 Davis Drive
Belmont, Ca 94002
- [NTIS] **NTIS**
National Technical Information Service
U.S. Department of Commerce
5285 Port Royal Road
Springfield, VA 22161
- [PAIS] **PAIS INTERNATIONAL**
Public Affairs Information Service, Inc.
521 W 43rd Street
New York, NY 10036-4396
- [PSYC] **PSYCINFO**
American Psychological Association
1200 Seventeenth Street, N.W.
Washington, D.C. 20036
- [PTS] **PTS PROMPT**
Predicasts
11001 Cedar Avenue
Cleveland, OH 44106
- [TRIS] **TRIS**
U.S. Department of Transportation
Transportation Research Board
2101 Constitution Avenue, N. W.
Washington, D.C. 20418

I. CASE STUDIES: PUBLIC SECTOR HOTLINES

Yellowstone's Poaching War.

Wilkinson, Todd Jackson Hole News,
DEFENDERS, MAY-JUN 88, V63, N3, P30(7)

The 4-million acre wilderness of the greater Yellowstone ecosystem in Wyoming, Montana, and Idaho offers large concentrations of coveted game animals to poachers. The risk of getting caught is negligible and the penalties usually lenient in spite of the amended Lacey Act. Too few game wardens are in a war with modern poachers using helicopters and police-radio monitors. Increasing the number of game wardens could save some of the bighorns, eagles, moose, and other animals, but even more important is public involvement. In Wyoming, state-wide poaching hotlines give the public a chance to make a difference. (1 MAP, 7 PHOTOS) [ENV]

Literacy in Missouri. Annual Report.

Schmidt, Diana; And Others

Missouri Coalition for Adult Literacy, University City, MO.

Jun 1987 90p.;

Missouri State Dept. of Elementary and Secondary Education,
Jefferson City.

In its second year of operation (1986-87), the Missouri Coalition for Adult Literacy (MCAL) greatly expanded its scope and services. Factors contributing to this expansion include the attention generated by Project Literacy U.S. (PLUS) and the use of the Job Training Partnership Act as a funding source. Program accomplishments include the following: (1) creation of a statewide literacy hotline with three incoming lines and a two-person staff working 12 hours daily and 8 hours on weekends to disseminate information about literacy programs and sign up volunteers; (2) cooperation with PLUS, the literacy effort initiated by the Public Broadcasting System and the American Broadcasting Cooperation, which aired documentaries about MCAL on their affiliate stations and set up task forces in eight cities across Missouri, fostering linkages among agencies providing literacy programs; (3) expansion of services and programs--from 22 to 29 adult basic education programs, with an increase from 458 to 1,288 volunteers serving 1,323 functionally illiterate adults; (4) expanded cooperative service provision with the Job Training Partnership Act, the State Division of Social Services, and various local government and private agencies; and (5) creation of a database of statistical information on trained volunteers, number of hours volunteers spent with students, and amount of money saved for the state of Missouri. (This document contains 11 appendixes of project materials and an annotated bibliography.) [ERIC]

Fraud Hotline: 8 Year GAO (General Accounting Office) Hotline Summary. (Fact Sheet)
Washington, DC. Office of the General Counsel, USGAO. Apr 87.
20p. Report No.: GAO/OGC/OSI-87-1FS; B-171019 NTIS order no.
PB87- 195640/XAB.

A fact sheet summarizing 8 years of operation of the GAO Fraud Hotline is presented. In the 8 year period, over 87,000 calls have been received on the toll free hotline, resulting in 13,019 cases warranting further review. Of the calls warranting further review, 70 percent were received from anonymous sources. Part of these anonymous calls were from federal employees. Altogether, calls from federal employees totaled 26 percent of those warranting further review. [NTIS]

Hotline as a means to Improve Access to prenatal care in New York City.

Breitbart, Vicki; Zeitel, Lisa
Information and Referral. 8 (1) Summer 86, 15-34.

The Pregnancy Healthline (PHL) is an example of a telephone information and referral system that is part of a larger initiative to reduce infant mortality in New York City. The Healthline hopes to achieve this long range goal by improving access to early and continuous prenatal care and empowering women with knowledge about their own reproductive health. In addition to providing information on a broad range of issues, the PHL has the unique ability to schedule appointments for prenatal care services throughout New York City [LISA]

Mo. Needs an Arson Data System, Official Says.

Anon

National Underwriter - Property & Casualty Insurance Vol.88,
No 23, June 8, 1984. p. 34.

A Missouri state official speaks in favor of improved arson reporting efforts. At the present time, the state has neither a good system for reporting the crime nor a system for tracking crime incidence. The program should be coordinated at the state level with local authorities and insurers involved in program planning. Accurate information must be compiled. Insurers in the state have initiated a statewide arson reporting hotline and an award fund. [MC]

Information Exchange. The Operation of the U.S. Inquiry Point.
Debelius, J.
4 pp., Sep 1982, National Bureau of Standards, Washington, DC,
Pub. No: PB83-181594

NBS has established several programs to disseminate information about and encourage comments on proposed foreign government regulations and certification systems which may create trade barriers. Since 1965, NBS has maintained a standards reference collection containing over 240,000 documents. Information on standards, test methods, specifications, and analytical methods can be obtained from the collection. NBS' responsibilities as inquiry point include: reporting trade-significant proposed U.S. regulations to the GATT Secretariat; receiving and disseminating notifications of proposed foreign technical regulation; providing copies of the full text of the regulations from request; transmitting comments by U.S. organizations on proposed regulations to the appropriate foreign government; and maintaining a hotline on foreign notifications. [ISAB]

Energy Hotlines: The Department of Energy (DOE) Provides several toll-free energy hotlines on subjects ranging from alcohol fuels to ridesharing information.
NRA Washington Report August 29, 1980 p. 6

DOE estimates that during 1979 its staff handled more than 75,000 consumer calls about gasoline and fuel oil price and supply problems, resulting in more than 27,000 audits of gasoline stations and almost 5,500 violations. The service includes the National Alcohol Fuels Information Center, Emergency Conservation Service, Gasoline and Heating Oil Hotline, Ridesharing Information and Solar Heating and Cooling Information.

The 'Solar Max' hotline service, jointly founded by NASA and NOAA, will inform the public of solar disturbances during the 1989 peak activity cycle.
NASA News July 22, 1980 p. 1,2

Information on sunspots, solar flares, geomagnetic storms and the impact of the Sun's behavior on radio transmissions will be updated daily by NOAA's Space Environment Services Center (Boulder, Colo) and distributed over phone lines as recorded messages by NASA's Goddard Space Flight Center (Greenbelt, Md). The Solar Maximum Mission Spacecraft, a 7-instrument launch now in a 357-mi-high (575 km), 96 min orbit since 2/14/80, is the primary data base of the service. [PTS]

Technical information and data services for city and county governments. Executive Summary.

Hoy, C. N.

12 pp., MAR. 31, 1980, Rep. No: NSF/RA-800266, Pub. No: NTIS:
PB81-141376

Factors which hinder the effective use of technical information and data services by local government officials are outlined. It is recommended that a technical information and data service should offer one or more service in the developmental order with the most basic and essential service first and the most advanced service last. These services should include a telephone hotline an exchange newsletter, customized research, and a standard, product service. To improve technical information data services for local government officials and their staffs, it is suggested that such programs draw upon the following: (1) innovative technical solutions and exemplary research in-progress from city and county governments themselves; (2) the executive public interest groups and line professional associations; or (3) private sector companies and consultants. Implementation options are reviewed in this summary and recommendations are made. [ISAB]

II. CASE STUDIES: PRIVATE SECTOR HOTLINES

Public Access to Hazard Information About Chemicals.
Chemical Mfr Assn News Release, MAR 25, 85 (4)

The U.S chemical industry has announced a series of initiatives designed to increase public access to hazard information about chemicals. The initiative will also improve emergency response planning and training at the local level and expand the industry's capability to provide direct assistance to fire, police, and medical personnel responding to chemical emergencies. Expansion of the Chemical Transportation Emergency Center, the industry's 14-year old Transportation Emergency Hotline Service is also planned. [ENV]

Cost-Effectiveness Analysis of Public Education and Incentive Programs for Controlling Radon in the Home. (Final rept.)
Bierma, T. J. ; Swartzman, D.
Illinois Univ. at Chicago Circle. School of Public Health.
Illinois Dept. of Energy and Natural Resources, Springfield.
Report No.: IL/ENR/RE/AQ-88/23 NTIS order no. PB89-149686/XAB
Dec 88 134p

The objective of the study was to evaluate the cost-effectiveness in Illinois of five radon public education and incentive program options. Programs evaluated included (1) no program, (2) a toll-free 'hotline' and information packet, (3) free short-term monitors, (4) free confirmatory monitors, and (5) low interest loans. Existing literature and expert opinion were used to estimate program costs and public responses under the various programs. Computer simulation, with MonteCarlo sampling, was used for uncertainty and sensitivity analysis. [ENV]

Chemical Transport: Coping With Disasters.
Rawls, Rebecca L.
Chemical & Engineering News, NOV 24, 80, V58, N47, P20 (7)

Transportation accidents involving hazardous materials have increased eight-fold over the 1971 level of 2255 incidents. Many communities do not know how to deal with chemical spills, although efforts are under way to educate fire fighters, police, and other local officials about the handling of different hazardous materials. The large number of hazardous chemicals, each requiring special handling and capable of interacting with other chemicals to compound the problems, makes it difficult to prepare for accidents. Two different hotlines provide information about chemicals and how to deal with them: CHEMTREC, The Chemical

Manufactures Assn.'s Emergency System; and the Coast Guard's Nat'l Response Center. (3 GRAPHS, 5 PHOTOS) [ENV]

Hitting Back. (Johnson & Johnson's contributions to services for battered women)

Gonzales, Monica.

American Demographics v10 June, 1988, p18(1)

Johnson & Johnson Co joins forces with the National Coalition Against Domestic Violence to form Shelter Aid. Johnson & Johnson donates a portion of its profits from the sale of feminine-hygiene products to maintain shelters for victims of domestic violence. Johnson & Johnson has also contributed \$562,000 to establish a 24-hour national hotline service which refers victims of domestic violence to local shelters. [MC]

Tailoring Programs to Needs: Helping the Small Businessowner.

Hester, Susan B.; McDowell, Julie E.

Journal of Extension, v25 p36-39 Fall 1987

A needs assessment of New York State small apparel and textile manufacturers suggested possible roles for extension education, such as newsletters providing information on market trends, government assistance, and new technology; a telephone hotline system; specialized media programs; and liaison between industry and state and local governments. [ERIC]

'F.I. Hotline' Announced.

Anon

Food Trade News Vol.40, No.2, Feb. 1985, P. 55.

An electronic information source developed by FoodCom and the American Institute of Food Distribution Inc. is being offered through an electronic communications network. This information source, known as The Food Institute Hotline, was developed to obtain information from all over the United States and fifty foreign countries easily. The information concerns such topics as crop estimates, price changes and food product recalls. The equipment needed in order to use the hotline is described. A telephone number to use to obtain more information on the hotline service is provided. [MC]

Striking a Balance between Company Goals and Consumer Demands.
Rose, M.

Public Relations Journal, Vol.40, No.2, Feb. 1984, P. 27.

Social marketing can be a highly effective means for consumer affairs professionals to balance the commercial goals of their companies with social goals of the consumer groups they represent. The Aluminum Association's voluntary recycling program is an excellent example of how effective social marketing can be. The program was initiated in Delaware in 1983. The program has successfully prevented the inclusion of aluminum cans under Detroit's mandatory deposit law. It has also helped clean up the environment. The key to the success of this program lies in its toll free hotline. The association also actively promotes the campaign through newsletters, billboards and other promotion. [MC]

III. EVALUATION AND SURVEYS OF HOTLINES

Dial-a-Need hotlines.

Goud, Nels

Journal of Humanistic Education & Development, Vol 24(2)
December 1988. pp. 76-80

Provides a classification and examples of telephone hotlines dealing with crisis intervention in cases such as suicide and substance abuse, prevention and parenting issues, entertainment, and special needs. It is suggested that the telephone has become a major component in the nation's human services network and a general means of gratifying needs. Cultural phenomena reflected in the use of hotlines, criticisms of them, and potential negative consequences of the increasing use of hotlines are discussed. (12 ref) [PSYC]

Bang for your Classroom Buck; Setting Up User Training and Support.

Buckler, Grant; Greiner, Lynn

Computing Canada (Canada) v14n8 PP: 32-33 Apr 14, 1988

Personal computer (PC) training is an important part of an investment in the technology. At Crown Life Insurance Co., almost all PC training now involves interactive video. Ontario Hydro uses classroom, video, and computer-based training in addition to some one-on-one instruction. If in-house courses are not available, outside courses make a viable option. The advantage of in-house training is the ability to tailor the materials. In her step-by-step guide to setting up user training and support, consultant and trainer Therese LeBlanc recommends that companies: 1. decide who is the right person to train as the trainer, 2. have the trainer develop a one-year implementation plan, 3. Define the user base, 4. set up a training schedule, 5. include student comment sheets in the course, 6. set up an ongoing training program, 7. keep training the trainers, 8. assign someone the job of primary support, 9. provide a support hotline, 10. provide users with written instructions for everything, and 11. communicate with users. [CBD]

Project HELP - The Home Education Learning Project: A History and Analysis of a Telephone Assistance Program for Homework.

Solomon, Alan; Scott, Leontine

19p.; Paper presented at the Annual Meeting of the American Educational Research Association (New Orleans, LA, April 5-9, 1988). Apr 1988

The Home Education Learning Project (Project HELP) of the Philadelphia Public Schools is described. Based on an earlier school district telephone answering service program (Dial-A-Teacher Assistance (DATA LINE)), with input from students through surveys, the project was implemented in 1984 to assist students with homework questions. In the first year, Project HELP received 8,222 calls, and throughout the year, teachers answered an average of 97 calls per day during the afternoon and evening hours that the service was provided. More than half of the callers asked for help in mathematics. In the 1986-87 school year, Project HELP operated 127 evenings and received 16,528 calls, with an average of 130 calls taken each evening. Results of a survey of 263 contacts indicate that over 90% of the students considered that their questions had been adequately answered. Many callers were frequent users of the service; it was also found, however, that Hispanic and Asian students were underrepresented in proportion to their numbers. Increased promotion should encourage more students to use Project HELP. [ERIC]

Hotlines for Children: What Makes Them Effective?

Long, Thomas J.; Long, Lynette

Children Today, v17 n2 p22-25 Mar-Apr 1988

Points out that successful telephone hotlines for children share several common denominators, including a pro-family philosophy, the use of highly trained volunteers, a sensitivity to cultural and language differences, and other administrative and legal factors. Advocates the establishment of a national children's help line. [ERIC]

Creating a Career Hotline for Rural Residents.

Heppner, Mary J.; And Others

Journal of Counseling and Development, v66 n7 p340-41 Mar 1988

Describes a career information hotline for rural and farm residents affected by the farm crisis as one way a university career center and extension division can make resources more generally available to residents. Discusses typical callers and benefits to the career center. [ERIC]

How Useful are Telephone Consultation Services for Parents? An Evaluation of Warmline.

Samuels, Jonathan; Balter, Lawrence

Children Today, v16 n3 p27-30 May-Jun 1987

Provides a description and results of an evaluation of one

telephone consultation service for parents, New York University's "Warmline," which provides information/suggestions tailored to parents' childrearing concerns. Parents' satisfaction with Warmline is reflected by the finding that 96 percent of those surveyed said they would call Warmline again. [ERIC]

Stress: Country Style. A Program to Serve Farmers and Their Families.

Cecil, Harry; Hannan, Roger

Human Services in the Rural Environment, v11 n2 p36-37 Fall 1987

Describes conception and implementation of a statewide 24-hour toll-free crisis line funded by the Illinois Department of Agriculture to assist farmers and their families in coping with stress generated by the deepening farm crisis. Reports over 2,665 calls in a 13-month period regarding depression, psychosomatic symptoms, marital/family problems, and alcohol/drug abuse. [ERIC]

AzAll: Arizona Adults Literacy Line, 1986-1987. Final Report.

Vanis, Mary I.; Mills, Karen L.

Rio Salado Community Coll., Ariz.

[1987] 13p. Sponsoring Agency: Arizona State Dept. of Education, Phoenix.

The Arizona response to Project Literacy U.S. (PLUS) was to establish a statewide literacy referral telephone line. The activities leading up to the establishment of the referral line included the following: (1) a telephone with 1-800 capabilities was installed at the Scottsdale Adult Learning Center in September 1986; (2) a referral file/index of major literacy service providers in all Arizona counties and municipalities was designed and compiled; (3) up-dated information was maintained in the referral index; (4) a logging procedure was designed to provide basic information as to the nature of the caller's inquiry, geographical location, the information given, as well as a tally of the total calls received; (5) two staff members were hired and seven volunteers were recruited prior to the start-up of the Arizona Adult Literacy Line (AzALL); (6) staff and volunteers were trained; (7) the operation of the 1-800 AzALL number was monitored on an ongoing basis; and (8) the effectiveness and usefulness of the AzALL number was assessed, revealing that 1,491 calls were received between September 4, 1986 through June 30, 1987 with 55% of the callers seeking opportunities to volunteer their time and 40% requesting information on locations where basic skills were taught. [ERIC]

Support Systems for Adult Education. Final Evaluation Report.
Winter, Gene M.
State Univ. of New York, Albany. Two Year Coll. Development
Center. 1987. 38p.

A project provided three types of supportive services to adult education programming in the State of New York. The first component of the project was the development of a literacy information and referral system to link potential students and volunteers with program providers. The second phase of the project involved the development and installation of a computerized database system for adult education. The database (which contained information about approximately 270 service providers) was used in conjunction with a toll-free hotline. Callers to the hotline were provided with needed information at the time of their calls. In addition, a system of computer-generated reports was developed to inform providers of caller interest and to provide callers with more details about program referrals on a regular basis. Monthly reports were also distributed to providers in an effort to identify the hotline's general effectiveness and the rate at which it is responsible for generating increased enrollments in adult education programs. During the initial project year, 2,766 callers were referred to 211 adult education providers. The project's third focus was on support for regional staff development activities. These were developed and implemented at the regional level but were under the leadership of staff members from the Bureau of Adult and Continuing Education of the New York State Department of Education. Administrative and consultative services were provided along with nearly 30 different events (including workshops, conferences, and training sessions). Approximately 400 teachers and administrators participated in these activities.
[ERIC]

The Crisis "Hotline" as Mediated Therapeutic Communication.
Fish, Sandra L.
Nov 1986
24p.; Paper presented at the Annual Meeting of the Speech
Communication Association (72nd, Chicago, IL, November 13-16,
1986).

Hotlines, or telephone crisis-lines, begun in the 1960s and currently numbering in the hundreds provide assistance to callers in crisis, frequently around the clock. Crisis-line communication can be seen as a form of mediated therapeutic communication premised on the existence of a crisis and the medium of the telephone which shapes the intervention. Effective crisis counseling requires specific communication skills enacted within the framework of a crisis intervention model. Such communication is distinguished interpersonally by anonymity, shared control between caller and counselor, lack of reciprocity, and an unusual temporal

nature. It is characterized organizationally by the issues of selection, training, and use of counselors; agency environment; organizational policy; and external resources. Crisis-line communication is a unique form of interpersonal communication which uses the private medium of the telephone while operating in an organizational setting. While it shares some characteristics with traditional therapy and with intimate relationships, it is sufficiently different as a form of communication to warrant special study. [ERIC]

The Jobline: A Valuable Resource for Librarians.

Emmick, Nancy J.

Special Libraries, v75 n1 p44-50 Jan 1984

Discusses activities related to the initiation and operation of a telephone job listing service by two Special Libraries Association chapters in San Francisco Bay Area. Ordering of telephone lines, selecting recording equipment, job listing forms, probable costs, efficient tape formats, and responsibilities of individual who must operate system are covered. [ERIC]

Evaluation of the Discipline Helpline.

Fine, Andrea

Temple Univ., Philadelphia, Pa. National Center for the Study of Corporal Punishment and Alternatives in the Schools.

19 Apr 1984

12p.; Paper presented at the Annual Meeting of the National Association of School Psychologists (16th, Philadelphia, PA, April 18-21, 1984).

The National Center for the Study of Corporal Punishment and Alternatives in the Schools, established the Discipline Helpline to guide parents in handling specific discipline problems. To evaluate the telephone counseling service, 63 persons who had contacted the Helpline for assistance with specific discipline problems completed the Helpline Effectiveness Rating Scale, a ten-item scale focusing on the effectiveness of the counselor, the process involved, and the usefulness of the service. The results from this participant evaluation indicated that over 90 percent of respondents felt the counselors were empathetic and 89 percent understood the suggestions presented to them by the counselors. These findings support the counselors' effectiveness in establishing rapport with the callers. The majority of respondents (88.3 percent) considered the Discipline Helpline a useful service; 92 percent reported that they would call the Helpline in the future. These results suggest that telephone counseling can provide inexpensive yet high-quality guidance in helping parents learn to discipline. [ERIC]

Organizations Tap Audience Reaction.

Hunter, B.

Communication World, Vol.1, No.5, March 1984, P. 26-29.

Hotlines are telephone numbers, typically toll-free, where customers can call with product questions or complaints. Hotlines are also used for employee news and information, stock prices, tips to consumers, and customer service. Coca-Cola Co., for example, offers a toll-free number where consumers can call with questions, problems, suggestions or opinions. Many questions have been received about their product, Diet Coke, introduced to the market in October 1984. [MC]

Evaluation of Telephone Energy Conservation Information Centers in Minnesota.

Hirst, Eric; Maier, Robert; Patton, Michael

Journal of Environmental Systems v 10 n 3 1980-1981 p 229-248

Both the Minnesota Energy Agency (MEA) and the Northern States Power Company (NSP) the state's operate telephone-energy conservation information centers. Together, the two "hotlines" handled almost forty-five thousand inquiries in 1979. A detailed evaluation of these hotlines was conducted during 1979. The evaluation included four phases, marked by different policy interests and strategies which are explained in the paper. Survey results show that the MEA and NSP telephone centers provide useful services to Minnesota residents. Hotline users express satisfaction with the services. Analysis of telephone survey results shows that hotline users took more conservation actions than did non-users. However, analysis of fuel consumption records failed to show any energy saving effects of the hotlines. [CPX]

Policy Information Hotline.

National Health Planning Information Center.

Interim report. 1979. National Health Planning Information Center, Hyattsville, Maryland. 61 P. NTIS: HRP-0029860/4. Page: 351

Perceived causes of the communication problem in health planning activities, experienced by local participants, were explored in a policy information hotline field test conducted september 1978 through January 1979. The intent was to provide full hotline services to DHEW REGION I (NEW ENGLAND) AND DHEW REGION X (PACIFIC NORTHWEST). Information packages were developed while exploring the communication problem. The hotline responded to a majority of calls within 24 hours. Major reasons for not responding within 24 hours were that inquires were not available and difficulties were encountered in contacting resource staff. Each completed inquiry

form was duplicated and sent to the appropriate office of regional health planning and to the Bureau of Health Planning Resource Staff for content review. Hotline staff made an effort to call back all inquirers to determine their satisfaction with hotline services. Another feedback mechanism was an anonymous questionnaire. Of 75 calls received between October 1, 1978, And January 22, 1979, 57 percent came from REGION I. Sixty different callers contacted the hotline and requested information on situations where policy or reinterpretation existed but was unknown to the caller. One-third of all inquiries pertained to regulatory activities. It is concluded that the policy information hotline is an effective way of identifying some issues requiring policy development and solving certain program management issues. Additional information is contained in appendixes. [ISAB]

IV. HOTLINES FOR SPECIAL AUDIENCES

Expanding roles of state recycling associations.
Resource Recycling, SEP-OCT 82, V1, N4, P16 (4)

The major features of 10 state and provincial recycling associations are presented, including: membership, dues structures, and standard services offered (newsletters, legislative actions, education campaigns, technical assistance, publications, conferences, and workshops). The government-funded recycling programs in Nebraska and Ontario are detailed. In Nebraska the state provides assistance to the Nebraska State Recycling Assoc with government funds, Ontario established a recycling information center and a toll-free hotline. (1 TABLE)
[ENV]

The Presidential Campaign Hotline: its use in libraries.
Sutton, Ellen; Jackson, Margaret
College & Research Libraries News, 49 (10) Nov 88, 676-678

The Presidential Campaign Hotline is an on-line daily current awareness service which gathers and distributes the latest available information on political campaigns and candidates for reporters and political analysts. Describes the experience of the Business Administration/Social Sciences Reference Department at Davis Library, University of California, in using the Presidential Campaign Hotline, and the benefits derived. [LISA]

1-800-662-HELP: Where To Turn for Help.
Scholastic Update v120 p23(1) May 20, 1988

1-800-662-HELP Where to Turn for Help

Are you worried about a friend who drinks every day? Do you wonder about the side effects of diet pills? Would you like to talk to someone about the pressures you feel to take drugs? You don't have to face these--or any drug problems--alone.

Hundreds of counseling centers, hotlines, and treatment programs are ready to help you. All you need to do is call. The telephone numbers listed below give you a place to start. Most are referral services. That means the person who answers the phone will listen to your questions and give you the number of another program designed to meet your specific needs. So remember, it may take a couple of calls to reach the right person and the right organization.

1-800-662-HELP: National Institute on Drug Abuse (NIDA)
Hotline

Start here for help with any basic drug questions or problems. NIDA gives confidential referrals to drug and alcohol treatment centers in your area. NIDA will also send you free information, including a brochure on how to help a friend or family member in trouble. Open weekdays 9 a.m. to 3 a.m., and weekends 12 noon to 3 a.m., Eastern time.

1-800-COCAINE: Cocaine Helpline

If you're looking for help with a cocaine problem, call here to find out about treatment programs in your area. If you're concerned about a family member who is using cocaine, the Helpline can direct you to family counseling centers and support groups. Open around the clock.

1-212-686-1100: Alcoholics Anonymous

Alcoholics Anonymous (AA) is the nation's biggest self-help group for recovering alcoholics. You can find your local chapter listed in the phone book, or call this number to locate the group nearest your home. If a friend or member of your family is abusing alcohol, call (212) 302-7240 to find out about Al-Anon support groups or Ala-teen for young people. Open weekdays, 8 a.m. to 5 p.m. Eastern time.

1-800-258-2766: Just Say No Foundation

To start your own Just Say No club and help others avoid drug abuse, call this number weekdays from 8 a.m. to 5 p.m. or Saturdays 7 a.m. to 2 p.m., Western time.

1-800-554-KIDS: The National Federation of Parents for Drug-Free Youth (NFP)

Need information on drugs? Call NFP for facts, pamphlets, books, and videos about drug abuse. NFP can also direct you to drug counseling services in your community. Open weekdays, 9 a.m. to 5 p.m., Eastern time. [MI]

Program Reduces Holiday Drunken Driving.

Wilkinson, R.

Hospitals, Vol.58, No.3, Feb. 1, 1984, P. 20.

Comprehensive Care Corp. has initiated a Carecab program to reduce drunken driving. Customers call a hotline to receive free transportation home during the Christmas holiday season. Only those calls made from public drinking establishments are accepted in order to encourage private hosts to take responsibility for transporting drunken guests. The program's purposes are to keep

drunken drivers off the road, to call attention to the seriousness of drunken driving and to promote awareness of care programs.
[MC]

Medfacts: An Intellegent Way to Choose Health Care.

Charles, Joseph G.

Risk Mgmt v34n11 PP: 28-35 Nov 1987

The Ryder System Inc. (Miami, Florida) developed a Medical Information System for employees. The service used a computer database designed to provide information about physicians' education, board certification and fees, and area hospitals' length-of-stay data. Thirty percent of the 5,000 doctors who were sent the survey responded and gave personal information, such as address, phone number, age, sex, languages spoken, Florida license number, medical school, and hospital of residency. Fee information on 54 different surgical procedures was gathered. The company's benefits hotline provides doctor information, such as location, hospital affiliation, and specialty. The 2nd part of the system deals with hospital costs and includes cost comparisons for different procedures, the number of cases treated, the average length of stay, and the average cost of care for various procedures. The program is particularly valuable to employees who are new to the area. Charts. Graphs. [ABI]

Countering Unions' New Organizing Techniques.

Gilberg, Kenneth; Abrams, Nancy

Personnel v64n6 PP: 12-16 Jun 1987

Unions are losing members as well as more certification elections, and as a result, they are having to adopt whatever measures they can to reverse the situation. Some unions are returning to "hardball" organizing techniques, while others are developing a new breed of organizer who has greater sensitivity to workers' problems. To defend themselves against the new union aggressiveness, employers need to recognize clearly what unions are trying to accomplish. Effective communication systems constitute the best tool for maintaining a union-free environment. Programs that companies already are implementing to improve communication with workers include: 1. periodic opinion surveys, 2. regular departmental meetings, 3. employee assistance representatives, 4. an employee problem hotline, 5. company newsletters, 6. meetings with upper management, and 7. new dispute resolution procedures. [ABI]

ABET: Adult Basic Education Tele-Teacher. A 310/Special Demonstration Project, 1986-87. Final Report.

Vanis, Mary I.; Mills, Karen L.

Rio Salado Community Coll., Ariz. [1987 12p.

Sponsoring Agency: Arizona State Dept. of Education, Phoenix.
Div. of Adult Education.

The Adult Basic Education Tele-teacher (ABET) was designed by Rio Salado Community College (RSCC) to provide easily accessed, private assistance to adult basic education (ABE) students throughout Maricopa County (Arizona). Steps in implementing the project included the following: (1) an 800 number with call waiting capabilities was installed; (2) a certified adult education instructor with proficiency in language arts, reading, mathematics, social sciences, and science was trained to encourage students to explain specifically and completely their questions and concerns, to direct students to the solution rather than providing the answer, and to remain positive and encouraging at all times; and (3) information about the ABET was disseminated to ABE directors, ABE teachers, libraries, and community organizations. Between September 8, 1986 and May 19, 1987, 160 calls were received, with many of the callers requesting information about class locations and times. In general, the helpline was used much less than projected. Based on lack of use, it was recommended that ABET be discontinued. Sample promotional materials are appended. [ERIC]

Energy information delivery: Individual assistance as a Basis for Relevant Mass Media.

Walter, D.; Snead, B.

Proceedings of the 11th national passive solar conference.
Volume II

American Solar Energy Society annual meeting and 11. national passive solar conference Boulder, CO, USA 8 Jun 1986

Publ: American Solar Energy Society, New York, NY, 1986.142-144 p. NOV-85:035631, EDB-87:023145

Energy information programs face the difficult task of delivering meaningful information with a minimum of resources to large, diverse audiences. Mass media approaches can reach large audiences with general information, but often at the expense of those who need specific, individualized information. The Kansas Energy Extension Service at Kansas State University is committed to providing quality, individual assistance to its clientele, but in a way that benefits many consumers. This approach consists of three services: the KSU Energy Answerline, a tollfree energy information hotline; Ask Energenie, a weekly question and answer energy advice column; and Energy Ingenuity, an energy news tabloid. This paper describes how combining individual assistance with mass media efforts can make the most of limited resources

while meeting the diverse information needs of a program's clientele. [DOE]

Seattle Area HOV Lanes: Innovations in Enforcement and Eligibility.

Lewis, RJ; Hamm, JT

Transportation Research Record N1047 1985 pp 102-110

Preferential high occupancy vehicle facilities such as lanes restricted for transit and carpools are playing an increasingly important role in urban transportation systems. A demonstration project in Seattle, Washington, tested the use of a public telephone hotline to reduce transit and carpool lane violations and also introduced the use of a variable carpool definition in order to maximize transit and carpool lane effectiveness.... Project data showed a 33 percent reduction in transit and carpool violation rates attributable to the public hotline. The key to the success of both elements of the project was an extensive, well-orchestrated public information campaign.[TRIS]

PRO Hotline Announced by HCFA's Nathanson.

Anon

Hospitals Vol.58, No.17, Sept. 1, 1984, Supplement, P. 10.

The director of the Health Care Financing Administration's Health Standards and Quality Bureau, Philip Nathanson, announced a new hotline to answer hospital questions about peer review organizations (PROs). The number is 301-597-5128, which is the same as the number for the prospective pricing hotline. The new hotline is part of the HCFA's program to help hospitals deal with PRO's. Also included in the program is a series of PRO conferences for hospitals and physicians. [MC]

ABC Telephone 'Hotline' Offers Open Shop Advice.

Anon

Engineering News Record Vol.212, No.21, May 24, 1984, P. 52.

The Associated Builders and Contractors (ABC) have a telephone hotline offering open shop advice. In house attorneys address management relations, union relations and legal implications of switching to a dual or open shop. ABC hopes to gain new members from the telephone service. This service is not meant to replace independent legal help. [MC]

V. TECHNOLOGICAL APPLICATIONS

Voice Mail for Smaller Budgets.

Rose, Fred A.

American City & County v 103 n 2 Feb 1988 p 20

Voice mail, or voice messaging, is a technology growing in use and popularity. Some governmental officials have found voice mail helps solve communication problems that commonly plague busy people. Voice messaging uses a computer to record, manipulate, store and play back messages, in the original voice of the sender. It brings to voice communications all the advantages of electronic mail and computer databases, without a computer terminal or computer training. Voice messaging uses the oldest communication tool known to mankind, the human voice, but eliminates the most frustrating part of using the telephone -the need for both parties to be on the line simultaneously. [CPX]

The Unisys customer support center: an 1100 site sees a definite improvement.

Mitchell, T.

Unisphere (USA) vol.9, no.3, June 1989. pp. 56-60, 94.

Experience in using the 1100 Support Center hotline for Unisys users, led personnel at a 1100 site to vow never to call the hotline for help again. It involves the apparent failure of a system parameter to perform its duties in the Exec as intended. The help from the support center was unhelpful and intermittent -the Unisys users eventually found the fault themselves. Two years after this experience, the 1100 site had to phone the hotline again. This time the support was personal with a member of the Unisys support staff in constant contact with the site until the problem was thoroughly solved. The author describes how the Unisys support center solves problems and other aspects of the organization. The situation before and after the above changes is described. [INSPEC]

Southwestern Bell gateway combines trial of audiotex, videotex services.

Communications Week April 10, 1989 p. 10-11

Southwestern Bell Gateway is conducting a trial of audiotex and videotex gateway services. The services are offered together, instead of separately as done by other Bell holding companies, to offer 'electronic shopping mail' to residential users. Through these services, residential users can access nearly 100 information services, ranging from sports and weather information

to restaurant guides. The Southwestern Bell subsid is giving away 12,000 Minitel videotex terminals to encourage users to use the QuickSource videotex gateway service. The terminals will be free of charge during the first six months of the trial, but users will have to pay for terminals' use during the last 6-months of the trial. The trial will be one year long. Users need a touch-tone telephone to access the SourceLine audiotex service, according to G Miller, regional sales manager, Southwestern Bell Gateway. [PTS]

Great Applications. (voice mail applications)
Teleconnect v7,n4, p70(4), April, 1989

Five examples of the effective application of voice mail systems are described. Italy's ItalCable broadcasts recorded spiritual messages from Pope John Paul II over the Voicemail International System in English, Spanish, and Italian. Whitcom-Executone Metro provided the Southampton, NY police department with a Genesis Genie voicemail system to separate messages to police personnel from emergency calls. Applied Voice Technology installed a voice mail system for the Seattle, WA Better Business Bureau that allows the public to call into 24 hours every day to listen to one of 150 consumer affairs messages. Cooper & Lybrand's Actuarial, Benefits, and Compensation practice uses a Computer Integration Associates to provide employees with personalized answers to benefits questions 24 hours each day. The Miami, FL Super Bowl Host Committee set up a Super Bowl Hotline for visitors. [CDB]

TE & M management notes: Audiotex service
Telephone Engineer & Management. March 1, 1989 p. 10

GTE Directories has introduced its ON CALL audiotex information service in Hawaii. At no extra charge, users hear recorded information on various subjects, including news, sports, weather, entertainment, community events, soap operas, and astrological forecasts. Information provided is current. ON CALL can now be accessed on the island of Oahu. The recordings run 30-60-s. Customers can hear information on 75 different subjects in English and 9 subjects in Japanese. The service is accessed by touch dialing a local number and then entering a 4-digit ON CALL code for the requested information category. [PTS]

Audio and Telephone Server for Mult-Media Workstations.
Schmandt, Chris; McKenna, Michael A.
2nd IEEE Conference on Computer Workstations. Publ by IEEE,
New York, NY, USA. Available from IEEE Service Cent (Cat n
88CH2441-4), Piscataway, NJ, USA p 150-159

Workstation utility may be enhanced by the addition of audio and telephone functions for a number of applications, such as voice mail, multi-media documents, and computer conferencing. The requirements of these applications are outlined, and an audio server architecture, using a personal computer with a disk and speech-processing board as a server dedicated to the workstation, is presented. The functional interface between client and server is described, as well as the motivation for this specific server approach with particular emphasis on user interface considerations. Experience with the audio server architecture is reported and it is contrasted with alternate architectures. [CPX]

Voice: Technology Searching for Communication Needs.

Aucella, Arlene; Kinkead, Robin; Schmandt, Chris; Wichansky, Anna

CHI & GI 1987 Conference Proceedings: Human Factors in Computing Systems and Graphics Interface.

Proceedings - Graphics Interface 1987. Publ by ACM, Inc, New York, NY, USA p 41-44

Voice technology is just beginning to gain a foothold in the information processing world. Applications such as voice mail, credit verification, order entry and airline reservation systems are slowly being introduced. Critics of voice systems frequently point out their limitations with little understanding of their power or advantages. One key determinant of the success or failure of voice systems is the user interface. It is important that the dialogue structure, prompts, system feedback and error messages be designed based on user input, testing and evaluation. Another key determinant of the success of voice systems is the careful matching of users, tasks and environment to the technology. Voice technology is often broken down into 3 major categories: speech compression, text-to-speech, and speech recognition. 3 refs. [CPX]

Using voice mail technology to aid the disabled (AIDLINE).

Blackshear, Leonard A.; Lewis, Nilda; Whitworth, Donald P. '87: Meeting the Challenge, Proceedings of the 10th Annual Conference on Rehabilitation Technology.

Publ by RESNA-Assoc for the Advancement of Rehabilitation Technology, Washington, DC, USA p 864-866

Voice messaging technology using its audiotex feature is an ideal medium to make essential information on assistive devices and procedures, government rehabilitation programs, and a wide range of helpful information available to disabled people. Those to be reached need no equipment other than a telephone. A total of 164 messages in some forty general categories has been developed for AIDLINE. The response to this program was exceptionally high.

Twenty-seven percent of the brochure mailings that announced the program resulted in messages being called up by disabled or elderly persons, or by people calling on their behalf. The program categories ranged through such subject matters as: Aids for the Blind, Computers, Eating Aids, Information Services, Living Alone, Walking Aids, Work/Study Aids, and a great many more. [CPX]

Voice messaging basics: speaking frankly.

Rothman, H.H.

Mod. Off. Technol. (USA) vol.34, no.7, pp. 86, 88-90.

Almost all office technology innovations promise improved productivity. Yet another new technology, voice messaging systems (VMS), combine two older, more familiar ideas-the touch-tone phone and the personal computer. The three applications of VMS are briefly discussed. These are: 'call-back' where the call-back number is forwarded to the callee's beeper; 'store-and-forward' where the VMS dials the callee at a particular time at a particular phone with the message; and 'message distribution' where a message is sent to several people to ensure that the message has been delivered. Some of the criteria in determining which sort of VMS system is required are mentioned with respect to possible applications. [INSPEC]

Implementation of a Voice Mail System.

Stewart, Concetta M.; Finn, T. Andrew; Kaminoff, Robert D.; Goldsmith, Neal M.

1984: Challenges to an Information Society, Proceedings of the 47th ASIS Annual Meeting.

Proceedings of the ASIS Annual Meeting 47th v 21 1984. Publ for ASIS by Knowledge Industry Publ Inc, White Plains, NY, p 183

Voice mail is a messaging technology by which users can send, store, and receive audio messages from a standard (Touch-Tone) telephone. The literature on voice mail consists primarily of case histories of the benefits - and costs - to be derived from the adoption of voice mail technology. While we are involved in an ongoing evaluation of the benefit claims, the present paper serves another purpose - it offers a rigorous look at the details of one voice mail implementation. This perspective includes examining potential problems as they relate to: 1) organizational factors such as management support, staff, funding, control of the implementation, and the characteristics of the trial environment and population; and 2) technological factors such as hardware, software, and telecommunications constraints, vendor support, and system features. This paper also provides a discussion of initial system usage and how it can be affected by these aspects of

implementation. [CPX]

Vendor Automates User Hotline.

Kull, D.

Computer Decisions. v17, n14, p36. July 15, 1985

Computer Associates Int'l has developed an on-line hotline called Computer Associates-Unicenter which is available for twelve systems software packages through the vendor. The hotline is automated and provides electronic answers to customers' software questions. The service to customers includes a personal computer with which to access Computer Associates' data base. The Computer Associates-Activator, hooked to the customer's mainframe, helps in the management of procedures. Charles Wang, chairman of Computer Associates, states that the placement of the IBM PC XT between the customer's mainframe and a support computer ensures data security. Customers' queries may be left on an electronic mail system. The CA-Unicenter ranges from \$144,000 for three years to \$180,000, and includes twelve software packages, CA-Activator and the support service. A photograph of Wang is included. [CDB]

VI. HOTLINES IN CLEARINGHOUSES AND LIBRARIES

**Your Guide to EPA (Environmental Protection Agency)
Clearinghouses and Hotlines (Revised).**
Washington, DC. Information Management and Services Div., U.S.
EPA., May 1989 63p
Report No.: EPA/IMSD-88/011 NTIS ORDER NO.: PB89-207963/XAB

Many clearinghouses and hotlines have been set up by EPA to respond to legislative initiatives requiring the Agency to facilitate communications and technology transfer. The Guide is part of the Library's continuing effort to provide information and foster communications about clearinghouses and hotlines within the Agency. The Guide is updated semi-annually. [ENV]

Directory of State Environmental Libraries: First Edition.
Washington, DC. Office of Information Resources Management,
USEPA, October 1988, 58p.
Report No.: EPA/IMSD-88/010 NTIS order no.: PB89-136154/XAB

The Directory contains information on the collections and services provided by the state environmental libraries. It contains a subject index to state collections, list of environmental hotlines, and directories of librarians by librarian and by state. This is the first edition. [ENV]

The Rural Transit Assistance Program's National Resource Center.
Rural America Center for Community Transportation, 725 15th
St, NW, Ste900 Washington D.C. 20005
1988 30p

The RTAP National Resource Center is an information clearinghouse operated by Rural America's Center for Community Transportation. It serves community transportation operators, state administrators, local officials, and others in need of technical assistance on any community transportation issue. The RTAP National Resource Center includes an extensive library of publications and a computerized database of technical assistance materials, training programs, and information on local, state, and national resources. Staffed by professionals who have had experience in both local transit delivery and state administration of transit resources, the National Resource Center can be reached by calling a toll-free assistance hotline: (800) 527-8279. [ISAB]

Technology Transfer: Clearinghouses.

(Bibliographic series)

Washington, DC. Information Management and Services Div.,
USEPA, Sep. 1988. 25p

Report No.: EPA/IMSD-88/006 NTIS order no. PB89-164917/XAB

The bibliography is part of the EPA Headquarters Library's continuing effort to provide information and foster communications about clearinghouses within the Agency. The citations and abstracts are organized by the following clearinghouse topics: Clearinghouse Studies; Databases: Organization and Design; Reference Services and Hotlines; Outreach; and Case Studies. [ENV]

GUSTO (Gateway User Support and Training) : Training Tailored to User Needs (Final Report)

Powell, M. E.

Defense Technical Information Center, Alexandria, VA. Office
of Information Systems and Technology.

Report No.: DTIC/TR-87/10 May 87 10p

The mission of the Defense Technical Information Center (DTIC) includes facilitating access to scientific and technical information available from hundreds of databases, online services, and networks. Currently under development at DTIC, the DoD Gateway Information System (DGIS) is designed to meet the diverse needs of its users, incorporating accessing, downloading, merging, and post processing information from a wide variety of sources. Established in the fall of 1985, the Gateway User Support and Training Office (GUSTO) provides telephone hotline service, documentation on the system, training, and evaluation of user response to DGIS. Training courses recognize the heterogeneity of the DoD user population, ranging from professional intermediaries, highly adept at online searches, to bench researchers and scientists to managers, who really would like to 'talk' to their computers. Another critical consideration has been flexibility and rapid response to change. DGIC is a developing system, and all staff affiliated with the project are acutely attuned to adapting quickly to user needs and requests. The foremost consideration in the development of DGIS has been the disparity in needs and knowledge levels of the user population. Training and documentation have been tailored to address those issues, and GUSTO will continue to actively provide the needed service. [NTIS]