



REACT/DOT/NEAR

Ch. 9 Monitor Training Film

Shown at Conference

BEREA, Ohio—One of the many highlights of the Third Annual REACT Leadership Conference was the first showing of the National Emergency Aid Radio (NEAR) training film, "Help is NEAR." The film was produced by REACT under contract from the National Highway Traffic Safety Administration (NHTSA) within the Department of Transportation (DOT).

The 34 minute training film is an integral part of the total package of training materials being prepared by REACT for the NHSTA-sponsored NEAR program. The film was given an enthusiastic response by the 200-plus audience and a great many requests were made for copies of the film as soon as it is available for distribution.

Other training materials include a Course Administrator's Guide, an Instructor's Lesson Plan and a Student Guide, all of which are being made ready to go to press as this issue of the REACTER is being mailed. Information will be supplied to all teams on how and when this material will become available.

We've Moved!

New address for REACT International effective November 1, 1978 is:

REACT International, Inc.
75 East Wacker Drive
Chicago, Illinois 60601

This is just one block away from our previous location. It will provide an efficient and cost effective "home".

ADD 4 TO INTERNATIONAL BOARD

Three Field Members Nominated by Teams
Plus Former FCC Chairman Rosel H. Hyde



Joseph H. Labrum

CHICAGO, Ill. — REACT International, Inc. has announced the addition of four new members to its Board of Directors. Included are three members who were nominated by their respective local REACT Teams as part of a program begun in March, 1978.

The fourth Director is Rosel H. Hyde, former Chairman of the FCC, and currently counsel to the law firm of Wilkinson, Cragun & Barker in Washington, D.C.

The four Directors were seated on the Board at REACT's Third International Leadership Conference, held in August at Baldwin-Wallace College, Berea, Ohio. In addition to Hyde, the following new Directors were seated:

Joseph H. Labrum of Salt Lake REACT Team C-269, West Jordan, Utah. A member of REACT since 1969, Labrum has served as President of C-269 for 4½ years, trustee for 2½ years and has served in many capacities in his church. He has served as Scout Master in church activities and has participated in several professional associations. Labrum is an engi-



Michael R. McCloy

neering graduate of the University of Utah and has taken post-graduate work at the University of Rochester. He is now the President of his own engineering firm in optical systems design.

Michael R. McCloy of Capitol City CB Communications REACT Team C-42, Atlanta, Georgia. McCloy has been a REACT member since 1975 and has participated in all of his team's public service activities. After attending last year's convention in Dallas, he returned to Atlanta to begin work on a Georgia DOT program called RUSH, the state's version of the NEAR program. He has participated as a planner of the Georgia REACT Council and has served as the group's president. McCloy entered the army as a military policeman, went through Officer Candidate School and later served as a field artillery officer in Viet Nam. McCloy retired in 1972 with the rank of Captain after suffering a disability in a helicopter crash. He is currently the Director of the Criminal Justice program at Clayton Jr. College in Atlanta and is a PhD candidate in sociology at Georgia State University.



Margaret Williams

Margaret Williams of Tidewater REACT Team C-53, Norfolk, Virginia. A member of REACT since 1974 and immediate past president of both the Commonwealth of Virginia REACT Council and the Tidewater Team, Ms. Williams is a retired Lt. Col. in the U.S. Air Force, having served in both W.W. II and the Korean War. She has also been a science teacher for 27 years, a licensed commercial pilot and an advanced class amateur radio operator. Ms. Williams is affiliated with several flying organizations and is a mission pilot in the Civil Air Patrol. She is also the recipient of a great many public service awards. She holds a master degree from the College of William and Mary and has completed 30 hours toward her PhD. Ms. Williams currently teaches science in the Norfolk Public School System.

The Board reported that choosing between the six finalist candidates was difficult. The process confirmed the high quality of leadership within REACT. Not only the six finalists, but all who were nominated from the field and re-

Continued on page 2

Junior REACT Program Launched

The new Junior REACT Program was previewed Friday morning at the Leadership Conference. Hank Brandt of the International Headquarters Staff made a presentation of the plans, objectives, and basic guidelines for the program.

It was noted that the Junior Program creates a new membership category at the International level, encouraging teams not already doing so to consider accepting young people as Junior members.

"Our contacts with teams having Junior experience led us to suggest a minimum age of twelve," said Brandt, "but that's one of the guidelines each team will have to decide for itself. This is an optional program that gives teams a way to get youth involved in REACT, while reserving full membership status for those 18 and over.

"The impetus for a Junior REACT is not new. Several teams have good programs already. Our

Continued on page 2

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'Team Autonomy' is Theme of Founder's Keynote



The local REACT team has been the cornerstone and greatest single strength of REACT since its inception 16 years ago. As REACT has grown and matured, it has been both necessary and desirable to establish additional REACT structure, such as a greatly expanded Board with strong field membership; state councils for the purpose of closer working relationships among contiguous teams . . . better methods for communicating ideas and recommendations to REACT International . . . expansion of REACT coverage . . . and necessary interface with state and local governments.

In his keynote address at the Third Annual REACT Leadership Conference, REACT founder and Executive Director Henry B. "Pete" Kreer reaffirmed the absolute autonomy of the local REACT team, its cornerstone role in REACT and the importance of focusing our collective energy on programs that will help all REACT teams to better perform their basic purpose—public service to the local community.



In behalf of the Board of Directors of REACT I want to bid you a most cordial welcome to this our third annual conference of the most effective and responsible of REACT field leadership. I want especially to assure you here of the total availability of your new 1978/79 Board of Directors and their eagerness to hear your viewpoints on the operations and direction of REACT, the largest, the oldest, the most important and the most respected of all public service communications volunteer groups in the world.

As you are all well aware, and especially including the REACT International staff members who are present, we have from time to time justifiably been criticized for the slowness of our headquarters' response in various matters. Well, I'm going to set an all time record because the thoughts I'd like to share with you today have taken me nearly 16 years to fully develop, let alone articulate, although in self-defense I will say that the ideas and the philosophy behind them have been an absolutely fundamental cornerstone of REACT since its inception in 1962.

Some of you may have previously heard the story of exactly how REACT was conceived and if you have, please just bear with me while I repeat it because it has a bearing in the fundamental philosophy of REACT.

While driving home late one evening on the Kennedy Expressway in one of Chicago's more devastating show-storms, I observed a car pulled off to the side of the road with its lights on and its hood up. Sound familiar? I pulled off the road behind the car and the problem turned out to be an important one. So I instinctively returned to my car, picked up the microphone of my CB radio and put out an emergency call praying that one of the just 275 licensed CB operators in the entire Chicago area would somehow hear me. They did hear me and they reacted. And thus was born the concept of REACT . . . the idea of autonomous groups of responsible individual citizens, ruled by no one including government, making their own decisions, reacting to emergencies with all of their energy. Let me repeat two key phrases in that last sentence—"autonomous groups ruled by no one" and "reacting with all of their energy".

As REACT grew and matured from one individual in a snowstorm to over 50,000 equally individual individuals in tens of thousands of snowstorms—from a few isolated REACT teams to a nationwide . . . International . . . highly respected organization of autonomous but closely affiliated REACT teams . . . every decision made by REACT International management and its Board of Directors—which establishes policy—not rules—has been guided by the profound common sense of those two phrases . . . individual team authority and responsibility for its actions at the local level and a maximum amount of our energies applied to our central and vital mission which is public service to our communities.

In recent years, as you well know, we have had our growing pains. During the CB market explosion REACT, like everything else connected with CB radio, grew rapidly in strength and numbers and complexity. Because of this, literally hundreds of new problems in organization, expansion of services and administration arose and were met headlong by the management and Board of REACT—and let me assure you for every problem that arose there were a hundred sincere and thoughtful opinions on how those problems should be solved. An incredible number of them have been resolved effectively, at every level from team to International headquarters. Yet many decisions made only a year or two ago are invalid today and are being changed because circumstances dictate the overwhelming evidence that REACT International has grown and changed effectively to meet the needs, the increasing sophistication, and increased responsibilities of our mission. I am certain, however, that you will come away knowing that central to our decisions have been . . . the protection of the integrity and autonomy of REACT teams . . . the maximum possible focus of our combined energies to do the only job for which we have reason to exist as an association . . . the volunteer performance of emergency service for our neighbors.

I emphasize these points because, in reviewing the changes that have been forced upon us collectively . . . not by individuals, but by natural growth and maturation . . . I am deeply concerned by an understandable and human tendency to over-organize, and over-administrate, and inevitably over-speed. In other words uncontrolled growth too fast, too far and sometimes in the wrong direction. We see it every day of our lives in government. Indeed, just about everyone including the president of the United States believes that government has become too big, too complex, too wasteful and too much in control of our lives. I believe we face some of these problems with REACT. I would characterize it as . . . an energy crisis. Let me explain what I mean by energy crisis:

Everyone in this room knows, or should know, that whatever other worthwhile or even frivolous activities in

which each completely autonomous REACT team may elect to engage . . . its only mission as far as REACT is concerned is to monitor the emergency channel 9, hopefully 24 hours a day . . . and of course to provide its membership with as much training, local government liaison, publicity and expanded coverage as it can achieve to perform that mission.

As far as REACT is concerned, 100% of these team energies related to REACT should be directed toward those objectives. If each of our 2000 REACT teams holds even one unnecessary meeting in the name of REACT, related to administrative or political or other subjects not aimed at fulfilling those objectives . . . we have literally wasted a quarter of a million hours of our life blood—energy that could have been devoted to direct public service.

Similarly, if 50 REACT councils should hold even one single meeting that deals with subjects not related to coordinating team activities with state agencies . . . or helping to maintain necessary communications between teams . . . or assisting teams to understand and implement available optional REACT programs . . . or assisting in the evaluation of new groups to provide greater coverage . . . then an additional 30,000 hours of our previous REACT energy has been dissipated.

Now let me translate this in terms of REACT International's headquarters operations. Our number one job is to provide intelligent and workable programs that each REACT team may, optionally and autonomously, elect to pursue . . . that will directly further the objective of increased public service in emergencies. Our second major responsibility is to maintain and constantly develop effective and meaningful relationships with government, and other public service organizations, that will contribute directly to the stature of individual autonomous REACT teams, and result in programs that will make their job easier and more productive. And of course our third major responsibility is to communicate, as effectively as we possibly can, in every direction . . . so that the programs we create can be as clearly understood and useful as possible. This communication includes publicizing the enormously important work of REACT teams so that your efforts are appreciated and encouraged and recognized.

If REACT International headquarters' staff spends 22% of its total working hours . . . as it has in the past 12 months . . . dealing with political and administrative activities that do not directly or even indirectly contribute to fulfilling our major responsibilities . . . we are wasting more than 2,000 hours of REACT energy and, even worse, enough of yours and our donors' money to provide another full time Jerry Reese or Hank Brandt to help get the job done.

Let me translate this for you in very specific terms. This year, of our total operating budget, 61% more dollars are being spent than last year on membership services, programs and communications. At the same time we have been required to actually decrease our expenditures for general and administrative activities by 19% under last year—while simultaneously wasting 22% of our staff energy on non-productive political and non-essential administrative tasks.

Ladies and gentlemen, in my opinion, the greatest challenge faced by REACT in the coming years is to continue to grow and mature, to expand our coverage, to become meaningfully more sophisticated and better organized . . . without compromising the priceless American tradition of freedom, responsibility and autonomy of REACT teams . . . and to maximize the use of our combined energies in tangible public service. I believe the information and the programs being summarized, amplified and presented at this conference are a magnificent effort to that end.

In closing I would like to read to you two paragraphs of a letter I recently directed to one of our most effective, intelligent, dedicated and articulate field leaders—some of whose opinions do not coincide with mine or the REACT Board's—but whose opinions have directly influenced some of our decisions.

"The fundamental philosophy of REACT for over 15 years has been and will remain geared to the principle that a maximum of our combined energies and resources will be devoted to the specifics of assisting the public and a minimum of our energies devoted to essentially non-productive organization and bureaucracy."

"Neither REACT International Inc. nor its team councils are intended to be, or will be, governing bodies. REACT is a program, offering responsible groups of citizens the opportunity to perform logical and needed emergency services on a local basis . . . with materials, programs, experienced guidance, and support . . . coordinated on a meaningful national level. That is it—that is what REACT is all about."

"Thank you from one who cares a very great deal."

Internat'l Directors

Continued from page 1

ognized as significant leaders were presented with certificates in recognition of their nomination.

The three new field Directors were selected from nearly 100 nominations from REACT Teams. The Board is thus expanded to a total of eleven members. Those retained in addition to the new members are:

Milford R. Fink Chief, Emergency Communications, National Disaster Service, American Red Cross.

Eugene S. Goebel Communications Consultant.

Sam Smith Superintendent (Retired), Missouri Highway Patrol.

Aaron Straus Past President, Northern California REACT Council.

Edward Weller Head, Electronics Division, Research Department, General Motors Technical Center.

Henry B. Kreer Executive Director, REACT International, Inc.

Gerald H. Reese Managing Director, REACT International, Inc.

Junior REACT Program Debuts at Conference

Continued from page 1

final product took its basic shape from the Committee-Workshop that discussed the subject of Junior REACT at the Second International Convention, and research has continued on up to this Summer."

Junior members will receive two special items of identification: their own membership card and a



Hank Brandt, REACT Internat'l Membership Services, introduces Junior REACT Program at Annual Conference.

decals. In addition, a "Junior Division" embroidered emblem has been added to the REACT Catalog for use in "Junior-izing" jackets, caps, or other apparel. A 'starter kit' is available which includes samples of these Junior ID items, plus special application forms and a "Junior Division" Certificate designed for the program.

"The reception at the Leadership Conference for the program was very good, and the response to the Junior Division Kit offer has been encouraging," Brandt reports. "There were some very helpful comments made after the Conference presentation, and we attempted to improve the final version of the Program Guide using that input. We think it has great possibilities."

Junior REACT ID Items



The Junior Division "Starter Kit" includes samples of the special Junior Membership Card, Decal and available embroidered Emblem, plus 25 Junior Membership Application forms and a Junior Division Certificate of Recognition (not shown).

The REACTer is published at 75 E. Wacker Drive, Chicago, Ill. 60601, by REACT International, Inc., an independent non-profit public service organization.

HEADQUARTERS REPORT

REACT's Third International Leadership Conference, held at Baldwin Wallace College in August, was a remarkable and historic event for REACT in a number of ways.

One of the most significant was the seating of three new field members—Joe Labrum, Mike McCloy, and Margaret Williams — on the REACT International Board of Directors. When these individuals, who were nominated by their teams, were introduced at the opening session of the conference, they were greeted with a standing ovation. It was an auspicious opening event.

It is probably, not coincidence that each of the three new Directors comes from an experienced, active Team with long standing and high visibility in their respective communities. The fine Team experience and tradition behind each of these outstanding people should greatly enhance their contribution to the Board of Directors and the entire REACT program.

Give them your ideas and input, and let them bring back to you the benefit of their experience as Directors. This will also add much to an effective International program and organization.

* * *

It may be more difficult to fully appreciate the significance and extent of our good fortune which comes with the addition of Rosel Hyde, former chairman of the FCC, to our International Board.

As described elsewhere in this issue, Mr. Hyde's career with the FCC is unparalleled in many respects. Furthermore, anyone who has had occasion to work with him has a totally favorable impression.

REACT has already benefited by Mr. Hyde's knowledge and expertise, and his presence on our Board of Directors is a reason in itself to be proud of your REACT membership!

* * *

Plans for National REACT Month in November are progressing around the country. Many Congressmen and Senators have voiced their support for the joint Congressional resolution, and we are hopeful of getting a Presidential proclamation as a result. We have also received copies of some Governors' proclamations already issued.

The program kits for local team use have been mailed, and they in-

clude a recording of the Pat Buttram radio spots. These public service announcements are provided along with instructions for presentation through your local station.

* * *

The Junior REACT Program has been announced, and many teams have responded by sending in registrations or ordering the start-up kit to get the program launched in their communities. Every team now has the Program Guide and Registration form. Make sure your team discusses Junior REACT and the possibilities it might hold for you.

* * *

The draft of Council Bylaws previously sent to all teams is subject to review and recommendation. We are now receiving some suggested changes from Councils as well as notification that others have accepted them basically as is. We are hopeful that we will have a workable basic document acceptable to all Councils by January 1.

Part of this effort will be made in cooperation with the Steering Committee of Council leaders, organized at the Leadership Conference, which is working on coordinating Council communication with the International Board of Directors. The Board of Directors of REACT International is cooperating with this group on an informal basis, recognizing that it has potential value in assisting the Board and Headquarters Staff, resolving problems, and, through International committee activities, assisting in the development of important projects such as a Team Manual.

Your Team has received a copy of the minutes of the meeting between the Steering Committee delegation and the Board of Directors during the Conference weekend. These minutes should be read at your meeting or published in your team bulletin for the information of every member.

* * *

Beginning with the announcement of the new Directors and culminating with an open meeting of the Board of Directors on the last day of the Conference, a fresh new feeling of openness and cooperation developed among all participants. Everyone left Berea with a tremendous spirit of optimism and enthusiasm for the future of this great organization.

Rosel H. Hyde Joins REACT Board



At recent celebration of "10-4 Day", new REACT Board member and former FCC Chairman Rosel Hyde (left) was joined by Rep. Lionel Van Deerlin, Chairman of the House Subcommittee on Communications, and Charles Ferris (right), Chairman of the FCC. Mr. Hyde was a member of the FCC when Class D C.B. was authorized 20 years ago.

CHICAGO, IL—Rosel H. Hyde, new member of REACT International's Board of Directors, served as Chairman of the Federal Communications Commission (FCC) in an unprecedented two non-consecutive terms. His illustrious career in public service brings a new dimension of expertise and distinction to REACT's highest policy-making body.

Hyde, who retired as Chairman of the FCC in 1969, is now counsel to the law firm of Wilkinson, Cragun & Barker in Washington, DC. His distinguished career in the field of communications began in 1928 when he was admitted to the bar and went to work as an associate attorney for the Federal Radio Communications Act of 1934 and Hyde continued to serve with the new federal agency.

By 1946, Hyde had risen to the position of General Counsel and was then promoted by President Truman from that staff position to become a member of the Commission on which he served until retirement in 1969.

He was reappointed to th Com-

mission in 1952 by President Truman and also named Vice Chairman by the other Commissioners that same year. In 1953, Mr. Hyde was appointed Chairman of the FCC by President Eisenhower. He was reappointed Chairman by President Johnson in 1966. No former Chairman had ever been reappointed to that position and no Chairman had ever been named by a President of a different political party. In 1969, Mr. Hyde was asked by President Nixon to remain on both as a Commissioner and as Chairman beyond his normal term of office although nearing compulsory retirement age.

Rosel Hyde's service to the FCC and its predecessor, the Federal Radio Commission, under seven U.S. Presidents spans the years during which commercial radio, television, satellite communications, and a host of new service concepts including high capacity data transmission and a plethora of new uses of mobile two-way radio (including CB) all challenged the vision of the Commission.

USCG Tests CB for Search & Rescue



NEW HAVEN, CT.—The U.S. Coast Guard is evaluating the use of Citizens Band radios on its search and rescue boats here.

Group Long Island Sound, headquartered here, and Group San Francisco were selected for the summer-long test designed to determine if Citizens Band radio would help the service perform its search and rescue mission. The heavy boating population in the Sound was a major reason for the selection of the test site.

The evaluation, structured by the Third Coast Guard District Communications staff, will compare data from search boats at Eatons Neck, Long Island, and New Haven, Ct., that carried Citizens Band radios, to data from boats at New London, Ct., that were not equipped with CB.

Most of the calls reaching the Coast Guard this summer through Citizens Band radio have been called to the New Haven station by members of REACT. The Coast Guard Station then calls the rescue vessel on Coast Guard radio channels.

After the Coast Guard vessel gets within CB range, about a mile to a mile and a half with the radios used now, they establish contact with the distressed vessel.

After the tests are completed the results will be tabulated and sent to the Third Coast Guard District headquarters at Governors Island, N. Y., where they will be evaluated. The New York staff will prepare a recommendation and forward it to the Headquarters Communications staff where the final determination will be made. Results should be announced by the end of the year.

REACT International salutes the following CB firms for their generosity during 1978:

Antenna Specialists	Pal 'Firestiks' Antenna Corp.
Cobra Communications	Radio Schack
E. F. Johnson	SBE, Inc.
General Electric	Shakespeare
Motorola	Teaberry Electronics

These CB manufacturers join General Motors, The American Trucking Associations and Electroert, who have also supported REACT this year.

Additional support is being solicited from a wide variety of companies and foundations for 1979. Our goal is to drastically increase the percentage of the REACT International budget borne by outside contributors in relation to membership dues.

CONFERENCE BUILDS NEW SPIRIT OF HARMONY, CONFIDENCE IN FUTURE

"I came away from Cleveland with the most positive outlook on REACT's future I've ever had," said Jim Southworth, Washington, D.C. Metro Council President. "The only problem now is, how do we get the people who weren't there to understand what happened?"

Southworth is a member of the Steering Committee for an organization of Council leaders formed during the weekend in Berea. During a recent visit at International Headquarters, he tried to summarize the feelings of those attending the Conference.

"The most positive thing that came out of the Conference is a better understanding on both sides (International and membership) of the effort that's being put into this organization."

The Conference delegates had begun meeting informally, even prior to the start of official sessions, to discuss areas of mutual concern, including the new Council Bylaws, REACT International financial status and Headquarter's services. The result was an organized and unified set of questions, representative of attendees' combined efforts and discussed with the Board by an elected delegation. This delegation became the nucleus of the Steering Committee, whose objective is to plan and develop a formal organization of REACT Councils.

Steering Committee members, after a lengthy meeting with the International Board, reported back to fellow Conference delegates their total satisfaction with the Board's answers to their questions, pledges of action on Committee suggestions, and an agreement on the necessity of continued openness and availability for further such meetings.

For their part, the Steering Committee led delegates in pledging their support for REACT International, the Board, and the entire effort toward future improvements and growth. "This new spirit of mutual cooperation has overcome the concerns of the past, so that now we can get on with business of REACT, teams and Headquarters: together increasing membership

and services to that membership," said Southworth.

Dave Adams, Steering Committee member and Minnesota Council President, emphasized to the Conference delegates that this cooperative effort must be "a two-way street. We've been met at least half-way, and it's up to us to respond."

Steering Committee Chairman Jim Bear, Pennsylvania Council President, said after the meeting with the Board, "I've had my differences with International, but I'll tell you how convinced I am," telling delegates that he would go back to his state and work for increased membership, urging all others to do the same.

The line of communication between the membership and the Board, opened by the Committee and with support from the new field Board members, will be pursued and kept alive from both ends.



The Registration line . . .



Communications Control . . .



Workshop sessions such as this one on GMRS (General Mobile Radio Service) led by Tom Bowling of National Capital REACT C-490 were among the most popular.



The REACT Board met before the Conference to consider the choice of three new field Directors. Seated left to right: Aaron Straus, Milford 'Bud' Fink, Rosal Hyde, Ed Weller, Gerald Reese, Henry 'Pete' Kreer, and Gene Goebel.



Delegates relaxed or held informal meetings in the lounge of their Baldwin Wallace dormitory.

"It feels very strange to sit through an entire meal," said a delegate from Dallas County REACT, watching one of her Suburban REACT hosts run by. "I almost feel guilty!"

It was a case of an experienced REACT Convention host knowing exactly what this year's host team was going through.

The Transportation group almost never got out of their vehicles, and the Hospitality Committee spent long hours behind their tables in the Registration area. The Communications room was manned twenty-four hours a day, and a combination of Class D and GMRS equipment handled everything from requests for transportation to the whereabouts of stray Headquarters Staff!

Suburban REACT received invaluable assistance from their friends in the North Central Monitors #2413 and Ohio C.B. Coordinators C-411. Certificates of appreciation from REACT International were presented to Suburban president Fred Courtright and his co-workers at the concluding banquet on Sunday in Berea, with thanks to all for a job well and enthusiastically done.

