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Inventory: F3715

California State Archives  
Office of the Secretary of State  
Sacramento, California

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Descriptive Summary

Title: Governor's Office. Office of Information Services Records,

Date (inclusive): November 1972-June 1976

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Agency History

Governor Ronald Reagan established the Office of Information Services (OIS) in October of 1972 (Executive Order R 39-73) to improve communications with the public on the activities of state government. The main purpose of the office was to make the information systems of various state agencies, departments, and commissions more responsive to public needs. Prior to the establishment of the OIS, most of the forty-odd agencies in the executive branch of state government had their own information officers; but there was no overall coordination of the communications functions. Subsequently, most state agencies continued to employ communications personnel. The OIS was simply an attempt to systematize their activities. The Office of Information Services had three divisions. The first was the Office of the Chief, a position filled by Harvey F. Yorke from November 1972 through November 1975 and by Fred R. Epstein from December 1975 through June 1976. The chief's major duties were to provide direction for the agency and to coordinate the information activities of other agencies and departments in the executive branch of state government. Yorke also devoted a considerable amount of time to developing and participating in training programs designed to upgrade the professional skills of state information officers, and he served as the liaison between the California Bicentennial Commission and the governor's office.
The Broadcast Services Division produced a series of tapes for radio stations which converted the press releases of various state offices into audio form. The staff of Broadcast Services received press releases from state agencies, wrote radio announcements based on them, and recorded these announcements on tape. In most cases the tape also included an actuality by an executive or information officer in the agency which produced the news release - i.e., a recording of that person's voice explaining the news item. Radio stations could call Broadcast Services over a number of toll-free telephone lines to listen to the tapes. There were three feeds each day (10 A.M., 2 P.M., and 5:30 P.M.), five days a week. The California Information Broadcast Service began its programs on December 11, 1972, and terminated on June 30, 1976. Bob McCafferty managed the Broadcast Services Division from November 1972 through September 1975. Larry Martz succeeded him and stayed with the program until its termination.

The Southern Area Office, located in Los Angeles, acted as a field service center for agencies and departments of state government that did not have their own information officers in the Los Angeles area. In this capacity it helped them contact the news media about their programs and arranged news conferences and public meetings. It produced several weekly public service programs, both in English and in Spanish, for Southern California radio and television stations that described the various state government services and instructed individuals how to obtain them. In addition, it served as a contact point on the activities of state government for the news media in the southern part of the state. Simon Nathenson headed the Los Angeles office for all three and one-half years of its operation.

The Office of Information Services went out of existence at the end of the 1976 fiscal year. Convinced that most of its activities were superfluous Governor Brown cut it out of the 1977 budget.

**Records Relating to the Office of the Chief**

Folder F3715:1-13

1. **HISTORY, ORGANIZATION, AND FUNCTIONS OF THE OIS. 1972-76.**
   
   **Physical Description:** 13f.
   
   **Scope and Content Note**
   
   Arranged by subject and then roughly in chronological order. The arrangement is artificial.
   
   A number of reports, recommendations, and memoranda outlining the establishment and functions of the OIS. Also several status reports on changes in its functions between 1972 and 1976. Recommendations for more efficient utilization of public information officers in California state government. A limited sampling of Feature File summaries, weekly listings of feature stories on activities of state agencies, which were disseminated by the OIS. One file of newspaper clippings on reactions of the press and public to the establishment and activities of the OIS.

Folder F3715:4-16

2. **CORRESPONDENCE, OFFICE OF THE CHIEF. 1972-75.**
   
   **Physical Description:** 3f.
   
   **Scope and Content Note**
   
   Arranged roughly in chronological order. The arrangement is artificial.
   
   A miscellaneous collection of letters and interoffice memoranda to and from the office of the chief. A file of letters addressed to Harvey Yorke from Mike Cullen, chairman of the Assembly Committee on Efficiency and Cost Control, mainly relating to public relations in state government. Letters from Yorke to the public on working as an information officer in the state service.

**Folder F3715:17-19**

**Physical Description:** 3f.

**Scope and Content Note**
Arranged in chronological order. The collection is artificial.

Materials relating to a study of whether or not the state should establish an in-house advertising agency to handle the newspaper advertising of various state agencies. A report on how to inform the public about the role of veterans in the California Ecology Corps.

### 4. SPEECHES, OFFICE OF THE CHIEF. 1974-75.

**Folder F3715:20-23**

**Physical Description:** 4f.

**Scope and Content Note**
Arranged in chronological order. The collection is artificial.

A group of speeches Harvey Yorke gave to various organizations on public relations. A typed version of Yorke's testimony before the Senate Subcommittee on Political Reform concerning the functions of the OIS.

### 5. BUDGET FILES. 1973.

**Folder F3715:24**

**Physical Description:** 1f.

**Scope and Content Note**
The OIS was funded by the various agencies and departments in the executive branch of the government on a reimbursable basis. This folder contains samplings of interagency agreements through which the OIS obtained operating monies.

### 6. INFORMATION RELEASE FORECASTS. 1973-75.

**Folder F3715:25-28**

**Physical Description:** 4f.

**Scope and Content Note**
Arranged in chronological order.

The information release forecast was a simplified system for co-ordinating the release of information by state agencies. The OIS issued it weekly starting March 2, 1973. It included such items as speaking engagements, dedications, dates when press releases would be issued, public hearings, and news conferences. The series also contains a file unit on the planning of this service and on its operation during the first few weeks.

### 7. VIDEO AND FILM PROJECTS. 1973-74.

**Folder F3715:29-33**

**Physical Description:** 5f.

**Scope and Content Note**
Arranged in chronological order.

Questionnaires, memoranda, and a report by Caspar Weinberger, Jr., on the state's videotape/closed circuit television needs and resources. Materials related to the implementation of the report's recommendations. A file of materials on a proposed documentary film on the old state capitol.
8. TRAINING PROGRAMS FOR STATE INFORMATION OFFICERS. 1973-76.

Folder F3715:34-44

Physical Description: 11f.
Scope and Content Note
Arranged by subject and then in chronological order.

One of Harvey Yorke's principal activities as chief of the OIS was to plan and coordinate training programs for the information officers in various state agencies. This series includes general guidelines on the development of training programs for state information officers, materials regarding the planning of various training seminars, and transcripts of the proceedings of several seminars and workshops.


Folder F3715:45-47

Physical Description: 3f.
Scope and Content Note
Yorke served as liaison between the Bicentennial Commission and the various agencies of state government. The series includes correspondence and memoranda on his role and a March 1974 report on the commission's progress that he prepared for the governor's cabinet.

Records Relating to the Los Angeles Office

Folder F3715:48-50


Physical Description: 3f.
Scope and Content Note
Arranged chronologically.

Folder F3715:51-53

11. CORRESPONDENCE AND MEMORANDA. 1973-75.

Physical Description: 3f.
Scope and Content Note
Arranged roughly in chronological order.
Correspondence and memoranda, primarily to and from Simon Nathenson, head of the Los Angeles office, on a wide variety of subjects. Also lists of questions for a Spanish language television program about the services of state government, Puertas Abiertas del Estado, which was produced by the Los Angeles office, and an important essay that explained the functions of the Los Angeles office.

Records Relating to the Broadcast Services Division

Folder F3715: 54


Physical Description: 1f.
Scope and Content Note
Reports arranged chronologically. Some gaps.
The director of Broadcast Services submitted a weekly report to Harvey Yorke detailing the activities of his division.
13. CORRESPONDENCE AND MEMORANDA. 1972-76.

Physical Description: 7f.
Scope and Content Note
Arranged by subject and then chronologically thereunder. The arrangement is artificial.
A collection of correspondence principally dealing with the California Information Broadcast Service (hereafter cited as the C.I.B.S.). Letters and memos from Bob McCafferty, the manager of the Broadcast Services Division, and from his successor, Larry Martz, to news directors of radio stations all over California, informing them about the offerings of the C.I.B.S. Letters from news directors and managers of radio stations inquiring about the programs of the C.I.B.S. or criticizing them. One folder of letters written in Spanish to directors of Spanish-language radio stations. Two folders of interoffice memos to other state agencies and commissions concerning the C.I.B.S. Also scattered correspondence on other subjects such as invitations to McCafferty to speak to various groups about his profession and inquiries about state programs from people who had heard C.I.B.S. broadcasts. A small selection of letters on the public reaction to the C.I.B.S. at the time of its inception.


Physical Description: 1f.
Scope and Content Note
Arranged chronologically.
Every five weeks Broadcast Services published a summary of the number of stories submitted to the C.I.B.S. by each state agency and sent it to the information officers. The folder includes one copy of the summary for most five-week periods from April 30, 1973, through Oct. 31, 1975.

15. STORY LISTS AND SPECIAL FEEDS. 1972-76.

Physical Description: 5f.
Scope and Content Note
Arranged by subject and chronologically thereunder.
Weekly lists of stories broadcast over the C.I.B.S. from the week of Dec. 11, 1972, through the week of June 6, 1976. Almost a complete set. The lists contain very brief summaries of the subject matter, the name of the information officer who submitted each story, and the date and time it was broadcast. Also one folder containing scripts of a few emergency special feeds broadcast over the C.I.B.S.

**Physical Description:** 7½ cf.

**Scope and Content Note**

Partial scripts for all stories broadcast over the C.I.B.S. from Dec. 11, 1972, through June 30, 1976, excluding scripts for the week of June 14, 1976, which are missing. The subject matter ranges over the activities and services of various state agencies and commissions of interest to the general public. Samples are announcements of changes in the labor codes promulgated by the Department of Industrial Relations, announcements of flu vaccination programs set up by the Department of Health, and statements on California's unemployment rate by the Employment Development Department. There is very little material on Reagan's activities and political programs.

The scripts contain all materials written by the staff of Broadcast Services for taping but do not include transcriptions of the actualities - i.e., the taped voices of information officers and executives of various state agencies explaining their programs. Beginning with the week of Sept. 16, 1974, the major stories of each day were translated into Spanish and broadcast in that language directly after the 5:30 P.M. feed. All Spanish translations have been discarded except those for Sept. 16, 1974, through Oct. 11, 1974. The scripts are foldered by the week and arranged in chronological order.


**Scope and Content Note**

Master tapes of the C.I.B.S. programs. Twenty-nine reel to reel tapes (week of Dec. 11, 1972, through week of June 25, 1973); two hundred cassettes (July 2, 1973, through June 11, 1976); thirty-eight reel to reel tapes (June 14, 1976, through June 30, 1976). Weeks of March 5, 1973; July 8, 1974; Nov. 4, 1974; and March 1, 1975 are missing. Also missing are recordings of the 5:30 P.M. broadcasts on June 29 and June 30, 1976.


**Physical Description:** 1f.

**Scope and Content Note**

In November and December of 1975 Broadcast Services conducted a survey among the heads of agencies in the executive branch of state government inquiring about whether they thought the C.I.B.S. was useful and whether they thought it ought to be continued. This folder contains a report based on the survey, which was written by Larry Martz, and a sample copy of the questionnaire.