growing total business,” said Bruce Gilchrist, director of computing activities at Columbia University.

Addressing the staff of the US General Accounting Office, Gilchrist warned that the trend toward a shrinking share of the market must be treated seriously, since activity by US firms overseas not only generates exports, but also provides foreign earnings which contribute to the balance of payments. Gilchrist said a drop in the market share will pressure the government into relaxing export restrictions.

Gilchrist reported that 1976 US exports totaled $115 billion, of which $2.6 billion were computer exports. In 1977, computer exports reached $3.2 billion. Said Gilchrist: “In light of the current annual trade deficit . . . the computer industry is making a significant contribution in the right direction.”

The former AFIPS executive director also discussed employment and education. He believes the number of programmers will continue to grow over the next decade, but “programmers are not going to be taking over the world.” To understand better the computer impact on the US labor force, Gilchrist suggests we go beyond “simply counting people directly concerned on a full-time basis with building and using computers, and look at the much larger number of people who use computers . . . as part of their work.” As an example, Gilchrist cited the installation of the direct dial telephone system which has made all telephone users into computer data entry operators.

On education, Gilchrist said universities are providing enough doctoral level people in computer science, “but not enough ‘journeymen’ workers at the bachelor level.”

Quoting colleague John Hamblen of the University of Missouri, Gilchrist agreed that the “cause of many problems associated with the computer usage is the over-utilization of under-educated people.”

**News Briefs**


The United States Postal Service, after making a $10 million investment, will introduce an electronic message service this year. The service will permit online delivery of “letters” to terminals in the home or office.

**Computer trade associations survey, Part IV: IIA**

The AFIPS Washington Office has conducted a survey of computer-related trade associations (i.e., ADAPSO, CREMA, CCIA, and IIA) to summarize their positions on data processing issues before the federal government. This is the fourth and final installment in the series.

**Membership/organization.** The Information Industry Association is made up of about 115 corporations which are engaged primarily in information/publishing activities. Five IIA staff, headed by President Paul Zurkowski, work out of the association’s headquarters in Bethesda, Maryland. Herbert R. Brinberg, American Can Co., is chairman of the board. Founded in 1968, IIA is a trade association dedicated to (1) fostering the development of private enterprise in the information field; (2) creating awareness of and expanding the use of information products, services, and systems; (3) monitoring the developments in the creation and marketing of information; (4) identifying existing and latent needs for information products, services, and systems; and (5) alerting member firms to government, business, and tax-exempt developments affecting the industry.

**Legislative positions.** IIA’s positions on federal data processing issues are summarized below:

- **H.R. 4461.** The Congress should establish “a national policy for science and technology,” and oppose the creation of the Federal Information Utilization Corp., planned to replace the National Technical Information Service as a congressionally-chartered quasi public/private corporation.

**Scientific and technical information.** Congress should support the National Science Foundation in management of scientific and technical information. **Copyright laws.** The National Commission on New Technological Uses of Coprighted Works should recommend protection for computer data bases, computer programs, and microform composition.

**Copyright revision bill.** NTIS documents should be in the public domain; NTIS should not have the right to copyright government documents.

**NSF Division of Science Information.** Congress should ensure that the NSF Division of Science Information stresses the “education and training of users and information managers in the . . . means of accessing data.”

**OMB Circular A-76.** OMB should stress that agencies offering information products and services demonstrate a lack of private sector capabilities before implementing in-house programs.

**Transborder data flow.** The US should “take a leadership position in support of unrestricted flow of information between nations.”

President’s reorganization plan. “National Information Policy” should be established within the office of the new assistant secretary of commerce for communications and information.