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ABSTRACT

This booklet is designed to introduce some of the career possibilities in the electronic media at broadcast stations and cable systems as well as in allied fields such as advertising and the law. It begins by describing the two organizations that designed this booklet: American Women in Radio and Television, Inc., and the Women's Bureau of the U.S. Department of Labor. Contacts for additional information are provided. Career opportunities are suggested, and education and training for such careers are discussed. Opportunities for persons with physical disabilities are addressed. Suggestions for beginning a career are made, and sources for additional information on careers and employment possibilities are given. General information is provided on as many areas of potential employment (job titles) as possible, but the listings are not all-inclusive and job titles may vary. The listings are divided into these areas: administration, art, engineering, legal, news, personnel, production, programming, promotion, and sales. For each job title, job duties are listed; information on essential or required training, education, or degree may be provided. (YLB)

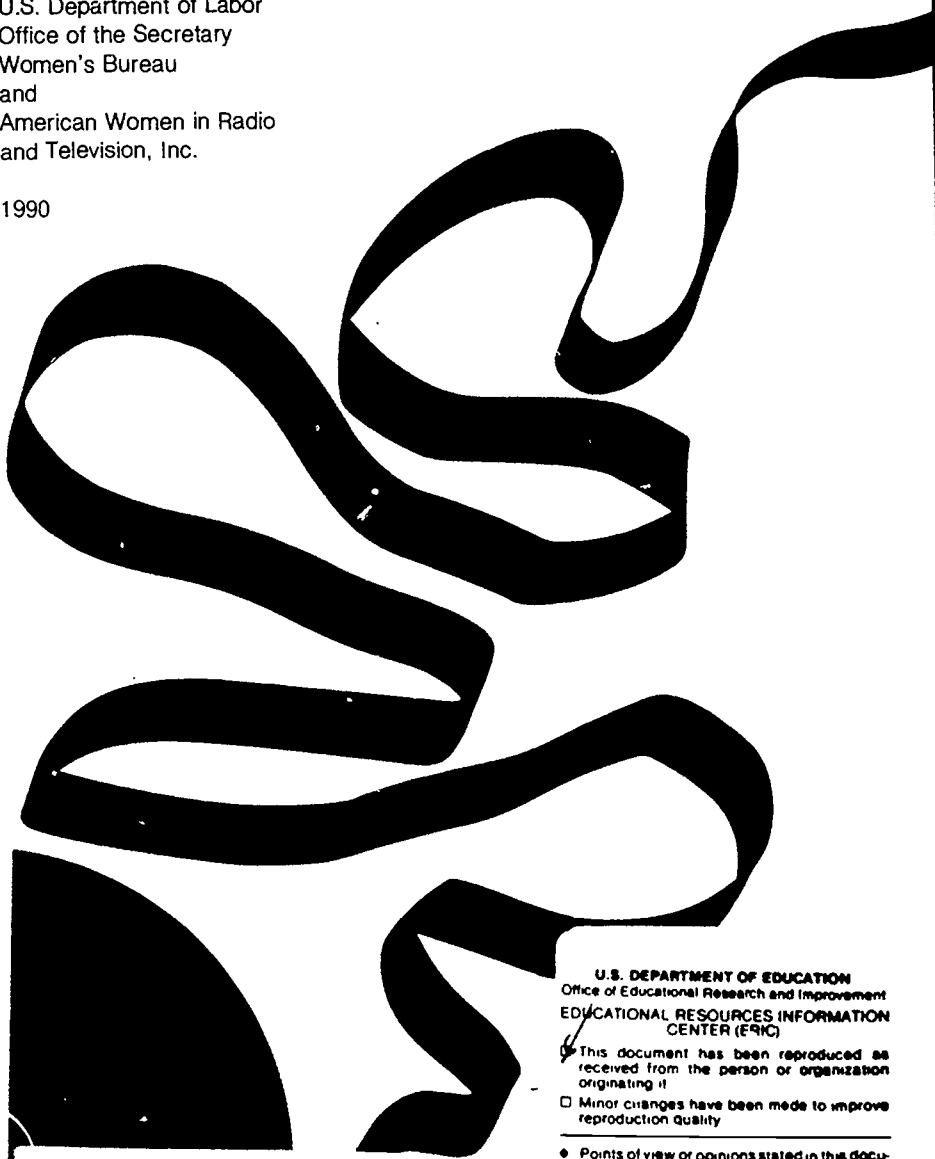
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Women on the Job: Careers in the Electronic Media

U.S. Department of Labor
Office of the Secretary
Women's Bureau
and
American Women in Radio
and Television, Inc.

1990



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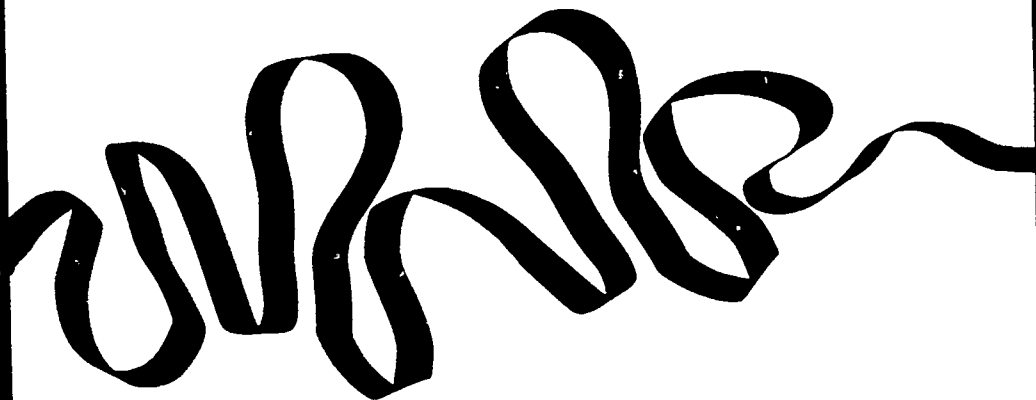
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ABOUT THIS BOOKLET

This booklet has been designed by American Women in Radio and Television, Inc., and the Women's Bureau of the U.S. Department of Labor to provide useful information to those who aspire to a career in broadcasting, cable, advertising, or related fields.

If you would like additional copies, please write to either:

American Women in Radio and Television, Inc.
1101 Connecticut Avenue, NW.
Suite 700
Washington, DC 20036

or

Women's Bureau
U.S. Department of Labor
200 Constitution Avenue, NW.
Room S-3311
Washington, DC 20210

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Women on the Job: Careers in the Electronic Media

U.S. Department of Labor
Elizabeth H. Dole, Secretary

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Patricia J. Niekamp, National President
and
Patricia A. Mahoney, President Elect
American Women in Radio and Television, Inc.

1990



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Introduction

The Women's Bureau of the U.S. Department of Labor and American Women in Radio and Television, Inc. once again join forces to produce a publication for women considering careers in the electronic media.

Broadcasting and cable are rapidly growing, ever changing technologies that offer a wide variety of career opportunities for women. This is the third edition of *Women on the Job*, produced by our two organizations, to provide current information on the many and varied careers available in the electronic media today.

We want to make certain that women achieve full representation in employment in the electronic media, particularly at managerial levels. We hope that you will find the information provided in this booklet to be interesting and informative, and that you will be inspired to pursue a career in broadcasting or cable. Together, we extend to you best wishes for a productive and rewarding future.

Debra R. Bowland
Acting Director
Women's Bureau

Patricia J. Niekamp
National President

and

Patricia A. Mahoney
President-Elect
American Women in Radio and
Television, Inc.



What is American Women in Radio and Television?

American Women in Radio and Television, Inc. (AWRT) is a national nonprofit membership organization of qualified professionals in the electronic media and allied fields. Membership is comprised of women and men representing a wide spectrum of job categories in a network of 55 local chapters and members throughout the world. Founded in 1951, AWRT is a multifaceted association with a dynamic agenda for maintaining and achieving its goals.

The mission of AWRT is to:

Advance the impact of women professionals in the electronic media.

The goals of AWRT are to:

- Promote the development and advancement of women in the electronic media and allied fields
- Represent women in the industry
- Act as a resource for members and the industry
- Improve the quality of the electronic media
- Address community concerns

For more information, contact the National Office of AWRT at 1101 Connecticut Avenue, NW., Suite 700, Washington, DC 20036-4303, (202) 429-5102.



What is the Women's Bureau?

The Women's Bureau of the U.S. Department of Labor is the only Federal agency devoted exclusively to the concerns of women in the labor force. Created by Congressional mandate in 1920, the Bureau seeks to improve women's opportunities for equal and profitable employment. Among its areas of concentration are such topics as dependent care, alternative work schedules, flexible benefit packages, wage issues, pay equity and health and safety concerns of women workers. The Bureau prepares and distributes publications and fact sheets on many of these issues.

Operating within the Office of the Secretary of Labor, the Bureau participates in departmental policymaking and program planning and coordinates Labor Department programs affecting women's employment.

The Bureau maintains a national office in Washington, DC, where policy and program directions are developed. Ten regional offices carry out agency programs and develop local programs tailored to the needs of the individual regions.

Additional information about the Women's Bureau, its program, objectives and services can be obtained by contacting the national office at 200 Constitution Avenue, NW., Washington, DC 20210, (202) 523-6652.



Women on the Job

The electronic media—television, radio, and cable—are powerful and exciting. The issues and images they present reflect and affect what is happening in our society. While women remain seriously under-represented in employment in the electronic media, particularly at managerial levels, Federal laws and regulations prohibit discrimination and mandate equal opportunities in employment. More women are currently employed in higher pay categories in broadcasting and cable than ever before. This is an excellent time to consider a career in the electronic media.

When considering a career in the electronic media, the first careers that may come to mind are the most visible, such as newscasters, announcers, and performers. As you will discover when you review this booklet, however, there are numerous career opportunities in broadcasting and cable.

This booklet is intended to introduce you to some of the career possibilities in the electronic media both on the inside, at broadcast stations and cable systems, and on the outside, in allied fields such as advertising and the law. While television, radio, and cable are more visible media, career opportunities requiring the same skills also exist in advertising agencies, public relations firms, hospital audio-visual centers, school radio and television closed circuit systems, government agency studios, commercial film production houses, and numerous other places where audio and visual systems are used. Other career opportunities in the electronic media include positions that support stations and cable systems, such as the financial, sales, marketing, and fundraising (noncommercial stations) positions, and positions with outside firms that interact with and depend upon the media, such as advertising, public relations, and consumer affairs.

As you read this booklet, think about your own unique capabilities, interests, training, and goals. The career possibilities in the electronic

media and allied fields cover a broad spectrum. We have attempted to cover as many areas of potential employment as possible; but, by the nature of the business, our listings are not all-inclusive and job titles may vary. This booklet should provide you with a general introduction to the many career opportunities available.

Education and Training

There are many schools of communications, schools that provide major courses in radio and television, and colleges and universities that give degrees in these disciplines. Students considering a degree or coursework in communications should carefully examine the school and course program for accreditation and comparative value in the real world of the industry before enrolling in a course of study. *Broadcast Programs in American Colleges and Universities*, a booklet listing schools providing such courses of study, is available from the Broadcast Education Association, 1771 N Street, NW., Washington, DC 20036.

There are also employment possibilities for those who have not majored in the communications arts but who are liberal arts, business, and engineering graduates. Many successful professionals in the industry bring experience gained in areas other than broadcasting.

Many broadcast stations employ high school and college students as interns and/or have training programs that afford students an opportunity to learn and work without any prior experience.

Opportunities for Persons with Physical Disabilities

Telecommunications activities can be performed successfully by physically handicapped individuals. The electronic media industry employs people with a variety of disabilities to perform a wide range of professional jobs. If you have a disability but are otherwise qualified for any of the career categories in this booklet, do not hesitate to apply. Having a disability does not exclude you from a position in the electronic media. In fact, the rapid increase in the use of technology at the work station is reducing the necessity for physical stamina. Many trained and qualified handicapped people will find they are particularly suited to rewarding careers in the broadcast industry.

How to Begin Your Career

In most instances it is best to apply to the personnel director or management of the company. We advise that persons with little or no previous experience look for positions in small markets and at small stations or with cable systems where experience requirements and salaries tend not to be high. Small stations and cable systems offer opportunities for involvement in all aspects of the business of broadcasting and cable. For example, a traffic manager may write ad copy, produce the ad, and present it on the air. The experience that is acquired often leads to a position in a larger station or cable system in a larger market.

For Additional Information on Careers and Employment Possibilities

To assist in your job search there are two national broadcast skills banks that offer guidance as well as leads to available positions.

American Women in Radio and Television (AWRT) operates "Careerline," which aids anyone who is looking for a position in broadcasting. This service is free. In addition, most of AWRT's chapters across the country operate job banks and job referral services. For more information contact: "Careerline," AWRT, 1101 Connecticut Avenue, NW., Suite 700, Washington, DC 20036, or call (202) 429-5102.

The National Association of Broadcasters operates the Employment Clearinghouse, a resume referral service that aids minorities and women in locating positions in commercial broadcasting. For more information write: NAB Employment Clearinghouse, 1771 N Street, NW., Washington, DC 20036.



Opportunities in the Electronic Media

ADMINISTRATION

Accountant

Handles accounts payable, accounts receivable, payroll, profit and loss statements, balance sheets, consolidations, and general accounting and processing procedures.

In a cable system, the accountant also keeps records of payments by subscribers and computes and distributes monthly statements to subscribers (including general bills for basic services and any additional charges for pay services).

Degree in accounting preferred.

Administrative Assistant

Assists station owner or general manager of local radio station, television station, or cable system and carries out responsibilities delegated by the owner or manager. Assistant often begins career in typing pool, moves up to private secretary, then to administrative assistant.

Typing and shorthand required. Knowledge of broadcasting or cable helpful.

Business Manager

Handles all financial transactions, budgets, tax preparations, capital investments, and related matters. Often administers benefit programs.

Degree in business administration, finance, or accounting required with long varied work history in the field. Beginners in this field often begin in the accounting department and work up to the top post.

Credit and Collections (Radio and TV)

Handles collection of accounts receivable, adjustment of billing discrepancies, and other varied responsibilities in support of the accountant.

Customer Service Representative (Cable)

Handles orders from subscribers for installation of cable service and answers questions or complaints about the service from subscribers.

Experience in consumer affairs and complaint handling helpful.

General Manager

Cable: Responsible for complete operation of the cable system, including marketing, public services, engineering, programming, finance, employment policies and employee benefit plans.

Radio/TV: Responsible for complete operation of station, including personnel, programming, engineering, accounting, sales, profits, and continuation of the license to operate. May be responsible for labor negotiations when applicable.

Must have experience in all phases of broadcast management. Degree in business administration and/or broadcasting beneficial.

Government Relations Specialist

Position usually found at trade associations, the networks, and large broadcast and cable groups. Represents the interests of a group (broadcast stations, cable systems, equipment manufacturers, editors, actors, engineers) before regulatory agencies, the Congress, and the public. Usually lobbies for policies and laws that are in the best interest of the industry or group. May provide information to these bodies.

Legal background is helpful. Knowledge of issues, policies, regulations and laws pertaining to the industry or group is necessary.

Labor Relations Specialist

Position usually found at the networks and large broadcast and cable groups. Negotiates all collective bargaining agreements for the company and administers the company's labor relations policies.

Training and experience in labor relations essential.

Service Dispatcher (Cable)

Dispatches requests for cable service to the field. Monitors service, installation, and trunk line dispatches and requests for disconnects, and records all communications.

ART

Art Director

Advertising: An artist employed in an executive capacity by an agency. Usually a department head. Responsible for planning, directing, and creating artwork for use in print or broadcast advertisements. May be responsible for television commercial production.

Art degree essential. Knowledge of radio, television and cable production essential.

Radio/TV/Cable: In charge of art department at station or network levels. Responsible for planning, directing and creating artwork for use in promotional advertisements.

Must have knowledge of photography, slide, and video production.

ENGINEERING

Camera Operator

Operates television camera.

Training in use of equipment and in production is essential. Union membership may be necessary.

Camera Operator/Videographer

Operates television camera.

Training in use of equipment and in production essential. Union membership may be required.

Chief Engineer

Develops, plans, prepares budget estimates and specifications of equipment (including audio systems for radio and video, video recording, film projection, and studio lighting systems for television and

cable). Supervises all technicians. Assures high quality signal delivery of satellite and microwave relays of the receiving antennas which receive broadcast, microwave and satellite signals that are amplified and processed for transmission to the home.

Previous experience is necessary. Commercial radio operator license required. Degree in engineering may be required.

Installer (Cable)

Prepares the subscriber's home for cable reception, explains the operation of the system to the subscriber, and disconnects system when subscriber no longer has cable service.

Previous technical experience necessary.

Plant Maintenance Technician (Cable)

Responsible for the physical maintenance of the cable plant, poles, pole transfer, and general repair of damage which might occur due to weather or other external conditions.

Technical experience helpful.

Service Technician (Cable)

Solves any technical problems the subscriber may have and often makes service calls to the subscriber's home.

Previous customer service experience helpful.

Strand Mapper (Cable)

Surveys the geographic area to be covered by the cable, determining the number of connections that can be made to each pole and deciding if any adjustments to the poles are needed to accommodate the cable.

Previous experience necessary.

Technician/Maintenance Engineer

Operates and maintains broadcast equipment such as cameras, video tape, projectors, audio transmitters and other.

Trunk Technician (Cable)

Corrects any electronic failures in the main cable line, or the feeder amplifier. The trunk line is the main line of a cable system and is strung along main streets of a city or the system's plant area.

Previous experience necessary.

Video Tape Engineer

Operates video tape recording equipment for instantaneous or delayed broadcasting of programs. May be used in news, public affairs or special events.

Union membership may be required.

LEGAL

Attorney

Duties and responsibilities vary, depending on whether position is with private law firm, at Federal Communications Commission, or as in-house counsel for network, large group owner, or multiple system operator.

Law degree required.

Paralegal

Assists attorneys by doing research and handling other administrative tasks.

Some employers may require prior experience, college degree, and/or paralegal certification (certification generally received after conclusion of year long program of course work in legal procedures and methods of research).

NEWS

Assignment Editor

Selects the producer, correspondent, and crew to cover a specific news story.

News experience required. Degree in journalism preferred.

Associate Producer/Field Producer

Assists producer and provides back-up in terms of concept, assignments, content, and format.

News and production experience preferred.

Correspondent

Position usually found at the network level. On-air reporter who covers a news assignment, reports it back to network news departments, and may supervise the editing of the segment with the news writer and/or film editor.

News writing experience required. Degree in journalism preferred.

Executive Producer

Maintains control over finished product, carries out company policy in news content, involved in directing news staff.

News experience required. Degree in journalism preferred.

News Anchor

Delivers all news live on the air. Must have clear speaking voice and good knowledge of current events.

News writing and editing experience preferred. Reporting experience preferred.

News Assistant

Maintains news service machines, collects and distributes teletype copy and tapes to news editors and writers, assists in the preparation of sports scores and weather round-ups, and acts as office manager for the department.

Entry-level position.

News Director

Serves as executive editor for all newscasts. Selects events to be covered and stories to go on the air. Responsible for the budget. Directs the news staff. Interrupts programs for special broadcasts.

News and management experience required.

News Producer

Responsible for concept, format, and content of any news program.

News and production experience required.

News Reporter

Gathers news from many different sources, writes and reports it on the air at a local or network station.

News and editing experience helpful.

News Writer

Position usually at large stations or the network. Writes, rewrites, condenses, and processes news material secured from outside news associations or from correspondents for cable, local or network news programs on radio and television.

Writing skills and experience preferred.

Researcher

Position usually at large station or the networks. Reads, interviews, and researches any information required by producers and editors in the field and in the office.

Entry-level position.

Sports Director

Acts as news reporter but specifically for sporting events.

Stringer

Lives in area distant from station news bureau, and reports newsworthy events from the locale for television, radio, cable, or networks.

Tape Editor

Edits videotape for preparation of news stories.

Experience in production preferred.

PERSONNEL

Employment Interviewer

Position usually found at the networks. Recruits, interviews, tests, and selects applicants to fill current openings, conducts follow-up and exit interviews, and assists in personnel research projects.

Personnel Director

Supervises staff that recruits, interviews, tests, selects, and refers applicants for employment and handles transfers and promotions within the company. Recommends, interprets, and administers company personnel policies. Administers medical program to assist the employees in maintaining, improving or restoring their health. Supervises the company training program. Prepares and maintains personnel records.

PRODUCTION

Announcer

Delivers commercials, promotion, public service, and identification spots.

Microphone and camera technique and ability to read well on sight are necessary. Union membership required at networks and many stations.

Copywriter

Writes commercial copy for both local stations and advertising agencies. Sometimes known as continuity writer.

Degree in journalism beneficial.

Director

Responsible for studio production of programs or commercials and technical action.

Knowledge of theatre, film, tape, and camera techniques helpful, as well as knowledge of acting, lighting, technical equipment, and film and tape editing. Degree in broadcast production helpful.

Film Editor

Edits negative and positive film at film production company for programs and commercials.

For top status, cinematic editing degree required. Otherwise, must have vast knowledge of film and film equipment. Membership in union may be required. Apprenticeship to achieve full film editor designation often takes seven years.

Guest Relations Director

Liaison with general public and networks. Handles ticket distribution and arranges tours of networks.

Must have interest in and ability to work with people. Entry level position.

Lighting Director

Sets lights in motion picture studio for film and tape production.

Radio-TV degree helpful and many years of experience in actual production necessary. Apprenticeship usually necessary. Union membership may be required in larger markets.

Makeup Artist

Applies makeup to performers.

Must have training. Apprenticeship usually required. Union membership may be required.

Music Director

Radio: Catalogs records in local radio station. Often chooses music to be used on programs. May be coupled with disc jockey or talent responsibility. Extensive knowledge of music necessary.

TV: Catalogs video tapes in station or network. Often assists news department. May be coupled with news assistant responsibilities.

News Telepromoter Operator

Prepares script to be displayed on the telepromoter. Loads and operates telepromoter.

Usually an entry-level position.

Photographer

Takes still or motion pictures or videotape for use in news, production, public relations, or promotion departments.

Must be experienced photographer. Station training required.

Producer

In charge of all development and production aspects of specific live, tape, or film programs. Works on staff of local station, network, or independent production company.

Needs overall knowledge of performing, directing, lighting, makeup, technical equipment, and costs. Experience in all fields of radio and television industry necessary.

Production Manager

Is involved in entire range of station's programs. Determines personnel, space, and equipment needed and supervises studio activities.

Production and management experience necessary.

Production or Program Assistant

Assists producer in all phases of program development and production.

Broadcast degree helpful. Entry-level position.

Scenic Designer

Position usually found at the networks or a production house. Designs backgrounds for shows and supervises construction.

Theatre arts background helpful. Knowledge of carpentry and design essential. Union membership may be required.

Talent

Any performer paid to appear on radio, television, or cable. This includes any person who performs as an actress/actor, singer, dancer, announcer, newscaster, narrator, commentator, lecturer, analyst, mistress/master-of-ceremonies, sound effects artist, demonstrator, moderator, panel member, disc jockey, model, sportscaster, specialty act, puppeteer, or extra.

PROGRAMMING

Administrative Assistant

Responsible for station or network advance program schedule, which is the basic source of program listings. Assists program director. Often handles listener/viewer calls.

Entry level position. People skills required.

Community Affairs Director/Manager

Develops and plans all community projects for radio and television station. Acts as liaison between station and community. Serves as station representative for various educational institutions, government, and civic agencies. At some stations, depending upon the size and market, selects and produces public service announcements, produces public affairs programming, and is editorial director. May be responsible for the maintenance of the station's FCC Public Inspection File and the station's community ascertainment. In many cases works closely with the station's promotion manager.

Knowledge of the community is necessary. Broadcast experience helpful.

Director of Public Access (Cable)

Responsible for the operation of channels available for use by the public. Assists the public in producing its own programming.

Disc Jockey (Radio)

On air personality or announcer as emcee on music program. Union membership may be required.

Program Director/Manager

Plans entire broadcast or cablecast schedule. Ensures that local or live tape shows are produced and directed, announcers are scheduled properly, shows are purchased with consideration of audience taste, show costs, and adaptability to schedule. Is responsible for hiring and firing of personnel within the department. Works closely with station manager, sales director, and public service department.

Years of experience in broadcasting or cable necessary before attaining position. Begins in lesser position in radio, television, or cable operation and works up.

Public Service Director

See Community Affairs Director

PROMOTION

Advertising Manager

Supervises all broadcast, cable, and print advertising for a specific company. Works with company's advertising agency, applying agency's recommendations to company's advertising and marketing assignments.

Advertising experience essential. College degree desired. Assistant's job may lead to managerial position.

Director.—On-Air Advertising

See Promotion Manager

Promotion Manager

Promotes audience interest in the station and its programs through use of press releases, ads in newspapers, and on-air spots. Usually includes supervision of production of promotional announcements.

Writing skills required. Knowledge of film tape, sound recording, and production, as well as broadcast or related degree, helpful.

SALES

Account Executive

Advertising. The advertising agency's liaison between the agency and the client or account. Responsible for analyzing advertising and marketing problems of the advertiser and bringing agency's solutions of those problems to the client for approval. Must understand broadcasting and cable as selling tools and recognize their relationship to other media such as print.

Advertising or business administration degree is preferred.

Radio/TV/Cable: Sells time on radio, television, or cable to advertising agencies or to sponsors. Works with assigned accounts, selling time, programs, or special talent.

Extensive knowledge of sales and broadcasting or cable necessary. Sales training helpful. Bachelor's degree helpful.

Co-Op Coordinator

Researches availability of co-op dollars and provides leads for sales department. Assists in advertising campaign. Market Analyst (Cable)

Conducts studies to project the expected percentage of penetration (number of subscribers) within a community. Previous market research experience helpful.

National Representative

Salesperson employed by a sales representative firm hired by individual stations to represent them in cities where large advertising agencies have their main offices. Sells clients' air time to agency time buyers.

Sales training helpful.

Research/Marketing

Develops and writes sales pieces promoting various station programs for sale to sponsors.

Sales Assistant

Secretarial duties. Assists account executives with availabilities and handles makegoods.

Sales Manager

Establishes and achieves sales objectives, prepares guides for personnel, supervises establishment of effective sales promotion and advertising campaigns, controls commercial copy, and supervises traffic operation.

Business or broadcasting degree helpful. May begin as a salesperson and work up to top position.

Sales Staff

Works with assigned accounts, selling time or programs or special talent.

Sales training helpful. Bachelor's degree helpful.

Time Buyer/Media Buyer

Employed by advertising agency. Buys 30-second and 60-second time periods within specific programs or buys programs on network or station in which advertisers display their products through commercials.

Knowledge of broadcasting helpful but not required. Entry level position.

Traffic Manager/Traffic Coordinator

Makes up daily log, which is a guide for use by radio and television personnel. Schedules all shows and commercial announcements.

Knowledge of broadcasting and computers and interest in detailed work essential. Entry level position called traffic coordinator, with some of the duties above.

Vendor Specialist

Develops, sells and coordinates vendor sales program for station. Vendor program utilizes manufacturer funds for local retailer support campaigns.

College degree required with creative and writing skills preferred. Usually start as co-op coordinator or in product marketing.

HOW TO ORDER PUBLICATIONS

Single copies of publications may be obtained without charge from:

Women's Bureau
U.S. Department of Labor
200 Constitution Avenue, NW
Washington, DC 20210

and from the Women's Bureau Regional Offices:

Region I: Boston
Room 1600, JFK Building
Boston, Massachusetts 02203
(Connecticut, Massachusetts,
Maine, New Hampshire,
Rhode Island, Vermont)
(617) 565-1988

Region II: New York
201 Varick Street, Room 601
New York, New York 10014
(New Jersey, New York, Puerto
Rico, Virgin Islands)
(212) 337-2389

Region III: Philadelphia
3535 Market Street
Room 13280, Gateway Building
Philadelphia, Pennsylvania 19104
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Maryland, Pennsylvania, Virginia,
West Virginia)
(215) 596-1183

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Kentucky, Mississippi, North
Carolina, South Carolina,
Tennessee)
(404) 347-4461

Region V: Chicago
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10th Floor
Chicago, Illinois 60604
(Illinois, Indiana, Michigan
Minnesota, Ohio, Wisconsin)
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Region VI: Dallas
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Mexico, Oklahoma)
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