

5. *Alternative envelope designs on the short form.* We have made some changes in the design of the envelope subsequent to a mailout test (the Appeals and Long Form Experiment) conducted in 1993, in which we learned that a box on the outgoing envelope stating that response is required by law results in an increase of about 10 percentage points in mail response. Although respondents in cognitive interviews and focus groups like the new envelope, it needs to be tested against a known response enhancer, to make sure that the new design does not negatively affect response rates.

The 1997 National Survey is designed to compare the performance of five short form mailing packages: (1) the dress rehearsal mailing package (a one-page rollfold with icons and logo envelope) will serve as the control; (2) the dress rehearsal mailing package *without icons*; (3) the dress rehearsal mailing package as a *booklet*; (4) a slightly modified version of Form DS-1G from the National Content Survey along with the original government envelope; and (5) the dress rehearsal form and original government envelope. The 1997 National Survey will also compare the performance of three long forms: (1) The dress rehearsal form (a 32-page booklet with a household roster and icons) will serve as the control; (2) the dress rehearsal form *without roster*; and (3) the dress rehearsal form *without icons*.

II. Method of Collection

The 1997 National Survey will be a one time mailout/mailback test, consisting of the following independent mailing pieces: a pre-notice letter, a test questionnaire with postage-paid return envelope, a reminder card, and a replacement questionnaire. There will be no telephone or enumeration follow-up.

III. Data

OMB Number: Not available.

Form Numbers: Short form: DV-1A, DV-1B, DV-1C, DV-1D, DV-1E Long form: DV-2A, DV-2B, DV-2C.

Type of Review: Regular submission.

Affected Public: Individuals or households.

Estimated Number of Respondents: There will be a total of 8 panels, each containing 5,000 respondents. Five panels will receive the short form. Three panels will receive the long form.

Estimated Time Per Response: 10 minutes/short form, 38 minutes/long form.

Estimated Total Annual Burden Hours: 13,667 hours.

Estimated Total Annual Cost: \$650,000.

Respondent's Obligation: Mandatory.
Legal Authority: Title 13 U.S.C., Sections 141 and 193.

IV. Request for Comments

Comments are invited on: (a.) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (b.) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c.) ways to enhance the quality, utility, and clarity of the information to be collected, and (d.) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques of other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: February 10, 1997.

Linda Engelmeier,

Departmental Forms Clearance Officer, Office of Management and Organization.

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Foreign-Trade Zones Board

[Docket 5-97]

Proposed Foreign-Trade Zone—Durant, Oklahoma; Application and Public Hearing

An application has been submitted to the Foreign-Trade Zones Board (the Board) by Rural Enterprises of Oklahoma, Inc., (an Oklahoma not-for-profit corporation), to establish a general-purpose foreign-trade zone in the City of Durant, Oklahoma, at a site that is within 90 miles of the Dallas/Fort Worth Customs port of entry. The application was submitted pursuant to the provisions of the Foreign-Trade Zones Act, as amended (19 U.S.C. 81a-81u), and the regulations of the Board (15 CFR Part 400). It was formally filed on January 30, 1997. The applicant is authorized to make the proposal under Senate Joint Resolution No. 3 of the

First Session of the 45th Oklahoma Legislature.

The proposed zone is located in southeastern Oklahoma, approximately 10 miles north of the Oklahoma-Texas border. The closest Customs port of entry is Dallas/Fort Worth, Texas. The proposed site is situated on 30 acres within the 280-acre Texoma Industrial Park near U.S. Highway 69/75 in Durant. The property is owned by the City of Durant. The closest existing zone project in Oklahoma is at Oklahoma City some 150 miles to the north.

The application contains evidence of the need for zone services in the Durant area. Several firms have indicated an interest in using zone procedures within the proposed project for-2-warehousing/distribution activity. Specific manufacturing approvals are not being sought at this time. Requests would be made to the Board on a case-by-case basis.

In accordance with the Board's regulations, a member of the FTZ Staff has been designated examiner to investigate the application and report to the Board.

As part of the investigation, the Commerce examiner will hold a public hearing on March 6, 1997 at 9:00 a.m., at the Robert L. Williams Public Library, 323 West Beech, Durant, Oklahoma 74701.

Public comment on the application is invited from interested parties. Submissions (original and 3 copies) shall be addressed to the Board's Executive Secretary at the address below. The closing period for their receipt is March 21, 1997. Rebuttal comments in response to material submitted during the foregoing period may be submitted during the subsequent 15-day period to April 7, 1997.

A copy of the application and accompanying exhibits will be available during this time for public inspection at the following locations:

Office of Rural Enterprises of Oklahoma, Inc., 422 Cessna, Durant, Oklahoma 74701

Office of the Executive Secretary, Foreign-Trade Zones Board, Room 3716, U.S. Department of Commerce, 14th and Pennsylvania Avenue, NW, Washington, DC 20230

Dated: February 7, 1997.

John J. Da Ponte, Jr.,

Executive Secretary.

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