



FISSEA Security Awareness, Training, & Education Contest

Entry Form

Please review rules before completing entry form including the due date. No late entries will be accepted. E-mail entries to fissea-contest@nist.gov.

Name of submitter: David Kurtz (& Bruce Sharp)

Organization: Bureau of the Public Debt (U.S. Treasury Department)

Type of Entry: Poster

Title of Entry: "Never the twain shall meet"

Description of Entry: As a follow-up to other efforts made to discuss this situation in our newsletters, training classes, and intranet reminders, it was decided to make a poster which would graphically remind employees that only government equipment (not personal devices) should touch their PCs. Besides mobile media, even iPods, cell phones, and digital cameras can pass along malware, because of the electronic storage capacity they have. As these personal devices become ubiquitous in the workplace, it is important to keep them in their place—which means not being connected to government IT resources.

To convey this message in a poster, it was decided to put examples of personal devices at the bottom half, with a government computer system on the top half (the predominant position). A strand of barbed wire would separate the two areas, and contrasting background colors (red and blue work well for a federal government poster) would be used to accentuate the differences.

A suitable catch-phrase was needed that captured the essence of this design. After much thought, it was decided to delve into classic British Literature for a Rudyard Kipling quote from his poem "The Ballad of East and West" (which begins "East is east and west is west and never the twain shall meet"). Although employees may have forgotten its exact origins since reading it in high school English class, this famous phrase is still commonly used today. It provides the proper emphasis for keeping these electronic devices separated.



**“NEVER THE TWAIN
SHALL MEET”^{*}**



**Don't connect personal electronic
devices or mobile media to any
government furnished equipment!**

^{*} Famous quote from the 1889 poem "The Ballad of East and West" by Rudyard Kipling.