

Database Usage ¶Editors: 49% would be very or somewhat likely to access such a database. Those not likely to use it cited the lack of a computer system in their firms, or the lack of need. Providing an 800 number increased probable usage to 61%.

¶Analysts: 76% would be very or somewhat likely to access a corporate database set up specifically for the investment community. 60% would be more likely to access the database via an 800 number.

Electronic Transfer Of Information ¶Editors: Only 19% have this capability. 43% will have it within 2 yrs. Of those that have the capability now, newspapers (74%) & radios (68%) cite "quick access" as a benefit.

Recorded Message ¶Analysts: 54% would be very or somewhat likely to call. 76% would be very or somewhat likely to call to hear about non-routine events such as mergers or takeovers. If it were an 800 number, 86% would call.

Teleconferenced Conferences/Meetings ¶Editors: 73% would watch or listen if they couldn't attend in person. 50% prefer audio; 42%, video. Those interested in audio would prefer listening to taped highlights.

¶Analysts: 60% are enthusiastic about "attending." Of these, 60% prefer audio over video. (More info from AT&T Comms, 295 N. Maple Ave, Basking Ridge, NJ 07920)

USEFUL INFORMATION FOR PRACTITIONERS

¶PRSA headquarters will stay in NYC. That's the decision of the board of directors. Continuity of services to members, cost of relocation & membership concentration in the Northeast were the deciding factors. Proposals were offered by chapters in Atlanta, Chicago, Dallas, Denver, Houston, Indianapolis, Memphis & NY. Rationale for the decision will be presented at PRSA's Fall Assembly on Nov 9 in Detroit.

¶A Guide to Hispanic Organizations lists 131 national, state & regional groups. Guide is an alphabetical listing that includes each orgn's name, address, phone, statement of purpose, officers, pub'ns, dates & location of major conferences & conventions. New listings in this 3rd edition -- 1st was published in '80 -- reflect the Hispanic community's concern with a number of social issues and include state gov't commissions on Hispanic & Spanish-speaking affairs. (Free from Philip Morris, comms dep't, 120 Park Ave, NYC 10017)

¶For the wordsmith, a bibliography of 390 books on writing, editing & English usage. Called Tools Of The Trade: English, bibliography lists title, author, publisher, year published, pages, cost and a short description. Includes the newly published and the hard-to-find classics. And some look like just-downright-fun reading. For instance: Listening To America: An Illustrated History of Words & Phrases or Batty, Bloomers & Boycott: A Little Etymology of Eponymous Words. (\$2.50 from Ross Book Service, 2718-A Seminary Road, Alexandria, Va. 22304-0993)

¶Blind resume-forwarding service is offered by Health Care Public Relations & Marketing Ass'n. Send 6 copies along with cover letter indicating geographical restrictions, basic salary requirements & willingness to relocate. Check in every 3 months to keep file current. \$10 for nonmbrs; mbrs, free. Employers looking for professionals can call. Resumes from individuals with other than healthcare experience are also on file. (Janet Jenkins, St. Anne's Maternity Home, 155 North Occidental Blvd, LA 90026; 213/381-2931)

SINCE ISSUE ANTICIPATION STARTS WITH OPERATIONS MONITORING, ETHICS CODES NOW HAVE STRATEGIC VALUE; ADOPTING ONE FOR EMPLOYEES LETS GENERAL DYNAMICS GET GOVERNMENT CONTRACTS AGAIN

Issue anticipation isn't done merely by watching the external environment. Its function begins by probing internal operations -- an organization's policies, procedures, daily operations (see prr 3/18).

An ethics code helps do this. It identifies internal problems that can become issues and promotes the organization's perception as caring. If a crisis arises, ethics code can be brought to public's attention. Focus then narrows to individual malfeasance and can be resolved without damaging the organization's caring reputation.

General Dynamics didn't have an ethics code when crisis struck. As a result, it has to rebuild trust from all directions. GD's recently developed ethics program is the beginning. Enabled Navy contracts to be re-established. It's now in booklet form and was distributed to employees last week "from the top down. Training & education meetings -- which all employees will go thru -- are beginning at divisions & at the corporate office. Reception has been excellent. People are very responsive," Peter Connolly, corp mgr for news & info, told prr.

Organization. Responsibilities for implementing & carrying out the ethics program go to:

1. Board of directors' committee on corporate responsibility will review & approve ethics policy & establish requirements for mgmt to report on employee education & implementation.
2. Corporate ethics steering group, newly formed, will be responsible for education of employees & implementation of the program. Will make periodic reports to

General Dynamics' Commitments:

¶To our customers we will be attentive and strive to maximize the value, quality & operability of General Dynamics products & services.

¶To our suppliers we will be the best customer we can be and will emphasize both fair competition & long-lasting relationships.

¶To the many communities of which we are a member, and to society as a whole, we will act as responsible & responsive corporate citizens and in a moral, ethical & beneficial manner.

¶To our shareholders we will pursue our growth & earnings objectives while always keeping ethical standards at the forefront of our activities.

¶And, as employees, we will treat one another fairly and with the dignity & respect due all human beings.



the CEO. Comprises representatives from industrial relations, legal & other dep'ts. Corp vp-industrial rels is responsible for implementing training & education; corp vp-general counsel, appropriate legal guidance.

3. Division industrial relations dep'ts, under the guidance of corp ethics steering group, will establish training procedures to insure employee awareness & understanding.

4. Attorneys at corporate & division offices will provide guidance, support & counsel and will review & interpret any applicable laws, regs & gov't orders.

5. Ethics program directors, appointed at corporate office & each division, will provide counsel & will work with the general mgrs in implementing this program.

Program Standards

1. Conflicts of interest: "We must be particularly sensitive to the many situations, on & off the job, where a conflict of interest or even a perception of such a conflict could originate."

2. Selling/Marketing: "If, at any time, it becomes clear that the company must engage in unethical or illegal activity to win a contract, that business will not be further pursued."

3. Antitrust: "We must also be careful in the use of trade associations where participation provides opportunities for communications among competitors, customers & suppliers."

4. Pricing, Billing & Contracting: "Accurately reflect, in all invoices to customers & others, the product sold or services rendered, the true sales price & terms of sale."

5. Time Card Reporting: "Shifting of costs to inappropriate contracts

Discipline. Violations will result in one or more of the following: 1) warning; 2) reprimand (noted in individual's permanent personnel record); 3) probation; 4) demotion; 5) temporary suspension; 6) discharge; 7) required reimbursement of losses or damages; 8) referral for criminal prosecution or civil action.

Acknowledgement. After receiving a copy of the program, employees will be asked to sign a form which states: "I have received and read the General Dynamics Standards of Business Ethics and Conduct. I understand that these standards represent the policies of General Dynamics." (Copy free from them at Pierre Laclède Center, St. Louis, Mo. 63105)

is strictly prohibited."

6. Suppliers & Consultants: "Under no circumstances can we compromise our integrity by accepting gifts, however small, from vendors."

7. Company & Customer Resources: "Improper uses include unauthorized appropriation or personal use of company or customer assets, technology & patents, software, computer & copying equipment, and alteration, destruction or disclosure of data."

8. International Business: "Our policy is to comply with all laws which apply in the countries where we do business. In countries where common practices might indicate acceptance of standards of conduct lower than those to which we aspire, we will follow our own standards as outlined in this booklet."

Other sections cover: 9) Quality/Testing; 10) Expense Reports; 11) Security; 12) Political Contributions; 13) Environmental Actions.

DAYTON HUDSON GETS CONTRIBUTION IMPACT BY FOCUSING GIFTS, PUBLICIZING THEM THOROUGHLY

says Barbara Lorber, head of H&K's Contributions Strategies & Communications Group (pr 3/25). Dayton Hudson is one organization that is known because it communicates.

Since 1972 it has been issuing annual reports on its community involvement & grants. These are circulated to employees, shareholders (on request as well as available at the annual shareholders meeting), members of Congress, community leaders, Fortune 500 companies. 12,500 were printed this year.

"This is a good way to let others in our communities know what we're doing and to encourage other businesses to give, too," Vivian Stuck, DH Foundation's administrative ofcr, told prr. For 39 yrs, Dayton Hudson has given 5% of its taxable income. In '84 it gave \$16.7 million.

Done in 2 parts, '84 reports are artfully designed & strategically focused. Community involvement report is a 36x12 1/2" poster with 6 accordian folds. Copy, carried on flip side of poster, explains the focus of programs pursued by each of its 5 operating companies: 1) department stores focus on women & girls; 2) B.Dalton Bookseller focuses on literacy; 3) Mervyn's focuses on families; 4) Target focuses on children; 5) Lechmere focuses on youth.

Community grants report gives a) financial breakdown; b) state-by-state list of grantees, amount given & how used; c) info for those seeking funds. (Both reports free from its Foundation, 777 Nicollet Mall, Mpls 55402; 612/370-6553)

MODERNIZING YOUR INFO SERVICE WITH 800 NUMBERS, DATABASE ACCESS WILL PLEASE EDITORS & ANALYSTS, STUDY FINDS

Editors were polled about these methods: 1) 800 numbers made available by pr dep'ts, 2) database set up specifically for access by media, 3) electronic transfer of info from orgn's computer directly into media's computers, 4) audio or video teleconferencing of news conferences.

Financial analysts were asked about these: 1) 800 number made available by corporate pr dep'ts, 2) database set up specifically for access by the investment community to obtain financial & product info; 3) phone number to access a recorded message of updated financial or corporate info; 4) audio or video teleconferencing of quarterly or annual meetings. Findings:

Toll-Free Info Line Editors: 63% would be more likely to call because it offers easy & economical access to more complete info.

Analysts: 56% would be more likely to call a specific company with an inquiry if it provided an 800 number.

"We feel we have more impact by focusing our programs instead of trying to fund everything. It has been very successful for us -- we've made a difference. We focus geographically, too" -- virtually all money goes to communities where the company has stores.

*See [unclear]*  
*[unclear]*  
*[unclear]*

*Book*  
*[unclear]*

*Media Deal*