

Notes For discussion with Ed Armstrong

1. Much publicity when things go wrong:
 - a. Computer to swindle
 - b. Lack of responsiveness on billing, etc.
 - c. Privacy problems

2. People don't understand computers
 - a. Early publicity over sold
 - b. Professionals tend to talk a mysterious language to each other.
 - c. Fear of unknown

3. Need good publicity to balance bad.
 - a. Recognize local computer installations + how they help people. Installation of the month.
 - b. Feature article covering IFM showing how they computer makes service better, etc.
 - c. Publicity should help paper's advertising & FDP image.

Examples:

1. The sec'y of state - License #'s.

2. Franklin Life - Rapid response to insured's inquiry.

3. Auto dealer - Using remote center maintains better inventory.

4. Paper uses computers to set type, etc. ?

5. Voting

6. School system - scheduling

7. Banks - Daily interest computations, Plus checking.

- Fearful that it could become repetitions - Might try for short period.
- Would like meeting
- suggest a committee be formed to develop a more specific plan and to meet with him.