

EMPLOYEE COMMUNICATIONS GOALS: USE OF PERSONAL/IMPERSONAL METHODS

Employee Communications Goals	Morale	Internal change	Comp./benefits	Products	Organization	Ethics	Culture	Ext. bus. environ.	Productivity	Quality orient.	Entrepreneurship	Health/social	Community
Media used	% of companies using												
Meetings	75%	62%	70%	39%	44%	37%	50%	47%	66%	68%	45%	44%	27%
Employee periodicals	90	86	72	83	84	51	76	81	84	85	54	76	74
Mgt. Letters/bulletins	68	88	65	30	68	61	45	48	53	52	28	36	41
Audio-visuals	64	37	49	50	35	22	42	30	52	49	26	25	22

BRON: Mc Cathrin, E.Z. Julie 1987. The Conference Board, 1987-88 Survey of 281 major U.S. Manufacturing and Services Firms, *Public Relations Journal*, p.23.