GOP uses System 1022 DBMS to get out the vote

During the 1984 presidential campaign, the Republican National Committee used Software House's System 1022 database management system on a DECsystem 2060 to target swing voters and solicit contributions.

In use since 1979, the System 1022 has given the committee quick access to press statements, campaign literature, news articles, and Democrats' speeches. The system manages 1033 hierarchically ordered subject codes and more than 70,000 text items in the GOP's custom database.

While looking for a quote to include in a debate briefing, for example, a strategist moves down a tree of subject codes. Boolean logic allows subjects to be combined. When the specific subject is picked, the strategist can then specify the target Democrat, a date range, proper nouns such as names and places, and the type of quote wanted. Another application analyzes voting patterns and voter makeup to pinpoint where the GOP should concentrate its efforts, and which issues it should use in the target areas. The technique is also used to find swing voters, who don't vote solely for one party's candidates.

The System 1022 license costs $32,500 for a basic DECsystem 2060 license. For further information, contact Software House, 1105 Massachusetts Ave., Cambridge, MA.

Silicon Valley spying, children's computing subject of Sybex books.

Sybex Computer Books recently announced several new titles, including an investigation into computer industry espionage and a "mouse-eye's view" of computing aimed at children.

Espionage in the Silicon Valley ($14.95) details five cases of Silicon Valley spying that illustrate what the author calls the five types of computer espionage. These types include spying by foreign governments, domestic competitors, and foreign competitors.

Monica, the Computer Mouse ($8.95) is the story of a mouse who lives in the back of a computer store. Monica decides she wants to become a computer because she considers them powerful. Her wish granted, Monica goes through a series of adventures deciding which computer she wants to be.

The Best of Educational Software for Apple II Computers ($16.95) rates programs by subject and intended age. Another reference book, Mastering AppleWorks ($15.95) discusses the business-oriented integrated package from Apple.

Other new titles include The ThinkTank Book ($14.95), a guide to the idea-processing software ThinkTank; Symphony Encore ($21.95), a description of how the author has developed applications for the multitasking software; The Complete Guide to MultiMate ($15.95), which describes the Wang-like word processor for IBM PCs; and Bank Street Writing with Your Apple ($9.95), a tutorial for the children's Bank Street word-processing programs.

For more information, contact Sybex Computer Books, 2344 Sixth St., Berkeley, CA 94710; (415) 848-8233.

Tokyo firm to market US software in Japan

Basic Software Corp. of Tokyo has reached an exclusive sales agreement with two American software houses to market their software encryption programs in Japan.

BSC handles Dyl-Security from Dylakor Inc. of Granada Hills, California, and Data Security Facility and Secure/CMS, both from Princeton Software in Princeton, New Jersey.

Both companies' programs are based on the US National Bureau of Standards' Data Encryption Standard. They run on IBM 360, 370, 3000 series, 4300 series, and the compatible FACOM/HITAC M-series computers.

BSC seeks other US software firms interested in marketing their products in Japan.

For further information, contact Basic Software Corp., 2-12-3, Simbashi, Minato-ku, Tokyo 105, Japan; telephone (03) 501-4151, telex 0222-3968 BSCTKY-J.