r reporte

The Weekly Newsletter of Public Relations, Public Affairs & Communication 603 / 778 - 0514

issues, 4/20

INDEX

Jan-June 1987

ADVERTISING

Featuring teen celebrities in antidrug ads doesn't work, 6/1 Iacocca pulls \$7 million in ads during miniseries "Amerika," 2/2 TV isn't all that valuable for product advertising, 6/1

ADVOCACY/ACTIVISTS

"Speak and Be Heard" kit, 3/16

ANNUAL REPORTS

ARs are full of good news, 4/27 ARs becoming more conservative, focusing on people, 1/26 Doremus Porter Novelli AR checklist, Emhart distributes print & audio summaries rather than video, 6/15 Glossy ARs no longer required, 2/23 Phone-book style AR increases exposure, 3/2 Voluntary org'n increases reach by

BANKS

Bank of America target of takeover attempt, 5/25 Harlem Savings Bank changes name, proves profitable, 1/12

placing AR in newspaper, 5/18

BEHAVIORAL SCIENCES

Featuring teen celebrities in antidrug ads doesn't work, 6/1 Moderates are driven out when tough guy posturing takes the stage, 6/1 Posters wield psychological force, 6/22 Psycho-social dynamics of change, 5/11

AIDS and Civil Liberties, 3/30

American Hospital Assn's AIDS kit,

BOOKS/PUBLICATIONS A Company That Cares, 3/23

3/30

Bonanzas and Fool's Gold: Treasures and Dross from the Nuggetizing of Our Lives, 5/11 Business Ethics: Guidelines & Commitment, 4/20 Creative Selling, 6/29 Directory targets Hispanic audiences, 6/1 The First Amendment Handbook, 3/16 Future Survey Annual, 6/22 "Gobbles," 6/1 Guidelines for Document Designers, 4/27 How To Get Your Point Across In

30 Seconds Or Less, 2/9
Ins. Industry's "Social Report," 1/12 The Managed Heart: Commercialization of Human Feelings, 2/23 Managing the New Careerists, 3/9 Media Literacy Resource K-12, 5/25 Naming Guide, 3/23 "90 Days To A Smoke-Free Workplace," The Organization & Staffing of Corporate Public Affairs, 6/22 Philip Morris Magazine, 1/26 Rating America's Corporate Conscience, 3/2

The Role of the Corporate Speechwriter in Public Policy Spokesmanship, 3/30
"Speak and Be Heard" kit, 3/16

Strategic Public Relations Counseling: Models from the Counselors Academy, 6/22 Street Talk, 6/8

Talk Show Guest Directory, 2/16 Television News Index & Abstracts, 1/19

BUSINESS

AMEX marketeers get counterproductive publicity, 2/2 AT&T's growing link between pr & personnel, 2/2
Apple's use of photos in AR is notable, 1/26 Are corp speechwriters phrasemakers or policymakers? 3/30 Bank of America survives takeover attempt, offers rules learned, 5/25 Bell South's AR looks to the year 2000, 4/27 Book rates corp conscience of companies, 3/2 CEOs share views on corporate responsibility, 2/2 Chevron uses VALS research to target markets, 6/8 Chrysler treats media people as consumers, 4/27 Coors has 1-on-1 communication with plant guests, 2/23 Cystic Fibrosis Foundation gives business seminars, 6/29 Emhart goes back to basics, nixes videos, 6/15 Emhart keeps name, redesigns corporate plummage, 3/23 Evaluating potential new brand or company names, 2/23 Ford rewrites warranty booklet in plain English, 4/27 GE simplifies its logo, 3/9 Groupthink guides business press & financial analysts, 1/19 Harlem Savings Bank changes name, 1/12 Hooker Chemical didn't prepare for Love Canal attack, 1/26 International Fasteners Institute campaigns against foreign makers' poor product quality, 3/9 Johnson & Johnson's Illustrated History unifies a diversified company, 3/23 Leading corporate foundations fund issue anticipation network, 2/2 Merrill Lynch gets Larry Speakes, 2/16 Mountain Bell provides smoke-free

Organizational name changes, 1/12 Phillips Petroleum exec talks about leadership, 3/2 Puget Sound Power & Light partner in "Gatekeeper Program" for older people, 3/23 Retailers grapple with labor shortage, 3/30 Salinon Corp prepares Naming Guide, 3/23 Standard Oil employee morale poor, 4/6 Tandem Computer gives sabbatical to employees, 3/9 Tobacco industry ducks issues, 1/26 UAL changes name to Allegis, 3/9 Why does P&G keep controversial symbo1? 3/9

CANADA

Alberta's Prof'l & Occupational Ass'ns Registration Act proclaimed, 2/16 CPRS conference hears "PR" now means "personal," not "public" relations, 6/29 CPRS officers elected, 6/22 Ontario Ministry of Educ's Media Literacy Resource Book, 5/25

COMMUNICATIONS

A brief pause can be an attentiongetting device, 6/29 A return to interpersonal skills -away from mass media skills, 6/29 American Water Works Service uses communication to stress friendly merger, 6/8 AR in newspaper increases reach for same \$\$, 5/18 "Aikido" deflects verbal aggression, 3/16 Basic tool of comn & persuasion: the 30-second message, 2/9 Certain impersonal comms come close to being personal in ability to persuade, 6/15 Communicating in a crisis, 5/25 Computers print letterhead as well as letter, 5/18 de Kerckhove reviews shift between spoken & written comn, 6/29 Different New Year's card, 2/16 Effectiveness of people in various fields, 6/22 FCC rules against offensive lan-

guage on the air, 6/15Featuring teen celebrities in antidrug ads doesn't work, 6/1

Forget about fair & balanced coverage from the media, 6/29 Johnson & Johnson publishes educa-

tional materials, not just promos, 3/23 Gov. Richard Lamm goes out a phrase-

maker, 1/19 Major symbols of comm in the news

more & more, 3/9 Message strategy test case: spiking the other guy's slogan, 1/19

workplace for employees, 2/16

Needs to get better at framing

New technologies are merely tools,

Newsweek, WSJ, Time misinterpret

pr, 5/11 1-on-1 comms with guests effective for Coors, 2/23

Organizational name changes for comn reasons, 1/12

Personalized 2-way comn is vital to building relationships, 6/15 Posters flourish in the battle

against comn burnout, 6/22 Protecting quality magazine in the

mail, 3/16 Pat Schroeder's message strategy,

6/22 Senate blocks efforts by FCC to

dismantle Fairness Doctrine, 6/1 Supervisors are important comn link, 2/9

Survey of news directors about VNRs, 6/15

TV not the power it's thought to be, 6/1

Thanks to technology "PR" now means "personal" not "public" relations, 6/29

2 ways to promote your firm, 6/8 Would you name a serious newsletter "Gobbles"? 6/1

COMMUNITY RELATIONS

"Constituency Relations" may be future of public relations, 6/15House meeting technique, 6/1

COMPUTERS

Computerization problems expand challenge to practitioners, 3/16 Computers are a personal medium, 6/29

Computers print letterhead as well as letter, 5/18

Database of emerging issues, 2/2 Experts warn: computerization is becoming a problem in many areas, 2/9

Media directory available on PC compatible diskettes, 3/16

National computer network conducted by PRSIG on "New Technology & Public Relations," 5/11

PR body of knowledge headed for computer retrieval, 5/4

Some advice before jumping into the desktop publishing craze, 3/2

CONSUMER AFFAIRS/CUSTOMER RELATIONS

Computer breakdowns affect consumer trust, 2/9

Constituency relations programs, 4/27

Energy Wattch Program takes to the neighborhoods, 6/1 Guest relations combines mass

audiences with personal contact, 2/23

House meeting technique is grassroots centerpiece, 6/1

Influences on consumer shopping, 2/23:

Practitioners can't duck service, treatment of customers, 2/23

CRISIS MANAGEMENT/COMMUNICATION

"Constituency Relations" system provides existing network for seeking support, 6/15

International Fasteners Institute's foreign competition crisis, 3/9

More org'ns realize need for crisis communication plans, 4/20

Rhody's rules for crisis mgmt, 5/25 Survey shows crisis preparedness largely informal, 6/15

DEMOGRAPHICS

How consumers choose a hospital, 6/29

DIRECT MAIL

Fundraising style brings in more money, 1/12

ECONOMICS

Economic conditions force cutbacks in corporate pr staffs, 2/16

EDUCATION

Calif. Movement for Educational Reform uses house meetings, 6/1 Critical thinking method teaches difference between media & reality, 5/25 Penn State's graphic identity system, 4/20 Portland Pub Schools uses "overnight" research, 3/30

EMPLOYEE RELATIONS/COMMUNICATION

Boosting employee productivity may reduce services, have long-term hidden costs, 2/23

Computerization may cause harm, 2/9 Employee pay equity, 4/6

Employee relations managers face emotional issue -- smoke-free

workplace, 2/16
"Gatekeeper Program" is an employee morale booster, 3/23

Hospital opens day care center for employees' sick children, 6/22

Johnson & Johnson's illustrated history stimulates employee pride,

Keeping pace with employees seeking "self-actualization," 3/9

Responsibility motivates execs, 3/16 Standard Oil's employee relations challenge, 4/6

FTHICS

Ethics abuses, 1/5 Franco speaks publicly about his case, 4/13 John Gnau sentenced, 3/2 How one firm handles questions on ethics, 4/27 Organization's ethics sends strong message, 3/9 Videotape, Harvard Business School program advances rising interest in ethics, 4/20

FILM/VIDEO

Info communicated on video not conducive for reflective study, 6/15 Survey finds what tv stations want in pub service films, 2/2

FINANCIAL/INVESTOR RELATIONS

ARs no longer required, 2/23 Booklet to prepare execs of companies going public, 6/8 Group think guides business press & financial analysts, 1/19 Major changes in investor community, 4/20

FORECASTING

Employees seeking "self-actualization" will be key issue by year 2000, 3/9 List of major worries, 6/22 Outlook on computerization, 2/9

FUNDRAISING

Fundraising done during house meetings, 6/1 Giving seminars is new way to interest potential donors, 6/29

Penn State's graphic identity system helps fundraising, 4/20

"Dear Abby's" influence helps pass

GOVERNMENT

bill, 6/15 Florida enacts 5% tax on services including public relations, 6/8 Freedom of Information Day, 3/16 Gorbachev sets example, 3/9 Roch LaSalle resigns from Prime Minister Mulroney's cabinet, 3/2 Presidential conduct on Irangate helps practitioners, 3/9 Senate blocks efforts by FCC to dismantle Fairness Doctrine, 6/1 Larry Speakes offers insights into handling pr for President, 2/16 State Scanning Network identifies emerging issues, 2/2
Update on Florida's 5% service tax,

GRAPHICS/PRINTING

Generating good graphics is difficult, 1/19 Penn State's graphic identity system, 4/20

HEALTHCARE

6/29

Doctors also suffer loss of patient loyalty, 2/2 Doctors must get "marketing smart" to survive, 4/6 Health & Wellness prgms for em-ployees, public are endemic, 1/12 Healthcare costs are largest burden on families, 5/25 Humor is healthy, 3/16 N.E. Hospital Assembly changes to N.E. Healthcare Assembly, 4/20

HOSPITALS

Doctors remain key hospital relationship technique, 6/29 Hospital opens day care for ployees' sick children, 6/22 "Humor rooms" are being set up in hospitals around the country,

Phone-book style AR increases exposure for hospital's services, 3/2

HUMOR

Can't outdo humor of PTL saga, 6/29 Humor's power & practical uses; techniques for using, 3/16 Used by Ronald Reagan, 4/6

INTERNATIONAL PUBLIC RELATIONS

Amer. Ctr for International Leadership links with Russian counterparts, 3/9 Report says British companies more

sophisticated than Amer. companies in use of pr, 6/8 Soviets are expert users of pr, 1/26

ISSUE MANAGEMENT/ANTICIPATION

Building trust is best weapon, 6/29Citizen diplomats becoming large social movement in arms control talks, 3/9

Computerization becoming major problem for employee rels, productiv-ity, corp culture, consumer trust, 2/9

Employees seeking "self-actualization" is emerging challenge, 3/9 Globalization of issues, 1/19 House meetings take issue to grassroots, 6/1

How can practitioners handle sex scandals? 5/18

International Fasteners Institute fights foreign markets' poor quality, 3/9

Involve middle mgmt in issue anticipation teams, 4/27
Issue anticipation techniques used

by network of state gov'ts, 2/2 Issues of major concern to public, 4/6

1987's major emerging issues, 1/12No US-wide initiative on media literacy issue, 5/25

Philip Morris Magazine discusses tobacco industry's side of issues, 1/26
Retailers' labor shortage gives

early warning example, 3/30 2 cases from Chet Burger, 1/26

LANGUAGE

"Black" & "White" are now proper nouns, 2/9

Changes in language for the worse? 5/4

Plain English hits the auto industry, 4/27

Power of choice semantic choices continues, 2/16

"Public Relations" has become part of the common language, 4/13 Rising use of healthcare as one word, 4/20

Women want to be addressed as "Ms."

MANAGEMENT

Constituency Relations Program puts middle mgrs "out there," 4/27 How to manage organizational change, 5/11

Johnson & Johnson avoids micromanagement thru decentralization,

Make mgrs contributors rather than barriers, 4/27

Mgmt's responses to employees seeking "self-actualization," 3/9

Mgrs must be actively involved in research, 4/13

Managing conflict with humor, 3/16 Responsibility motivates execs

more than money, 3/16 Soviet "glasnost" policy is participative technique, 3/9

"Spousal management," 3/9 Supervisors are important comn link, 2/9

Too many managers, not enough leaders, 3/2

MARKETING .

AIDS' increasing effect on society is influencing marketing, 5/25 AMEX marketeers get counterproductive publicity, 2/2 Doctors must get "marketing smart"

to survive, 4/6 Instant recognition shortens mar-

ket penetration time, 6/1 New directory helps target Hispanic

audiences, 6/1 PR-marketing turf war ending, 2/9

Quality & experience of physicians important in promoting hospitals,

Tools for competing with foreign makers, 3/9

MEDIA: ELECTRONIC

Analysis shows media not covering public's need-to-know, 1/19 Churches concerned "Amerika" may inspire militaristic attitudes, 2/2 FCC rules against offensive language on the air, 6/15

Generating good graphics is difficult, 1/19

New sitcom about pr man with an image problem, 3/23

Senate blocks efforts by FCC to dismantle Fairness Doctrine, 6/1

Survey finds what tv stations want in pub service films, 2/2 Survey of news directors about VNRs, 6/15

Talk Show Guest Directory, 2/16 TV isn't all that valuable for

product advertising, 6/1 TV not the power it's thought to be, 6/1

Top 10 stories from 1986 network evening newscasts, 1/19

Videotape dramatizes situations to help spot ethics dangers, 4/20

MEDIA: GENERAL

A return to inter-personal skills, away from mass media skills, 6/29

Case study shows media attention doesn't affect awareness or opinion, 3/30

Chrysler treats media people as consumers, 4/27

Exec survey rates state of media relations, 5/11

Fighting off unfair media coverage by not responding, 3/30

Forget about fair & balanced coverage from the media, 6/22

Have media become voyeurs? 5/18 Journalistic "rules" have changed, 5/18

Media Directory available on PC compatible diskettes, 3/16

Media encounters bring gains to Phillips Petroleum, 3/2

Media not offering real insight,

Press failure & "The Search for the Moral Man," 5/18

Publicity placement as seen by Jonathan Schenker, 1/26

Reagan administration caters to tv, ignores newspapers, 2/16

Students spend "more time in media world than in school," 5/25

Super targeting in mass media, 4/20Toughest questions from media are actually simple, 3/23

MEDIA: PRINT

Accurate & fair business publications, 5/11 Newsweek, WSJ, Time misinterpret pr, 5/11

Posters flourish in the battle against comn burnout, 6/22

NONPROFITS

Nonprofits become involved in identifying emerging issues, 2/2 People likely to give more when asked for less, 1/12 Voluntary org'n increases reach by placing AR in newspaper, 5/18

ORGANIZATION DEVELOPMENT

Bateman-PRSSA case study on AIDS could be 0.D. tool, 1/19 Boosting productivity may reduce services, have long-term hidden costs, 2/23

Developing a culture of professionalism for the profession, 1/5 Flextime & productivity, 5/25 Mission statement needs complementary pieces, 5/4

Psycho-social dynamics of change,

5/11

QWL groups, communication sessions etc. now encouraged, 3/9

Recognizing talent within the organization, 2/23 Standard Oil's monster employee

rels challenge, 4/6
Top 3 motivators for hiring execs,

3/16

PERCEPTION MANAGEMENT

Avoiding traps when evaluating potential new brand or company names, 2/23

Perceptions speak louder than facts, 4/20

PERSUASION

Certain impersonal comms come close to being personal in ability to persuade, 6/15

Opinion leader influence is at the core of decisionmaking, 6/15

PHILANTHROPY

Corp contributions policy changing, 1/12

PHOTOGRAPHY

Amateur photographers requested by police dep't for its issue anticipation plan, 1/12

PRODUCTIVITY

Flextime & productivity, 5/25 Increase of computer use not improving white-collar productivity, 2/9

Productivity increases with pay equity, 4/6

Unrelieved stress can lead to low productivity, 3/16

PSYCHOLOGY

Posters wield psychological force, 6/22 Understanding & dealing with

change, 5/11

PUBLIC AFFAIRS

'Most powerful" US lobby may be losing clout, 6/1

PUBLIC OPINION

Hierarchy of public sins, 5/18 Looks on hostile takeovers as bad, 5/25

Overnight research to gather public opinion, 3/30 "Speak & Be Heard" kit moves pub-

lic opinion to action, 3/16 VALS research finds public's opinions of oil company, 6/8

PUBLIC RELATIONS: GENERAL

AMEX marketeers should have deferred to pr dep't to avoid counter-productive publicity, 2/2 American Water Works Service faces merger challenge, 6/8

Applying public relations to ourselves: Camp Ketchum, 5/4

Are British companies more sophisticated than Amer companies in use of pr? 6/8

Avoiding traps when evaluating potential new brand or company names, 2/23

Being prepared for a media interview, 3/23

Ed Block reflects on lessons learned at AT&T, 4/20

Buildings as internal & external pr tools, 3/23 Chevron's "People Do" campaign in-

creases target group awareness, 6/8 Citizen diplomats becoming large social movement, 3/9 "Constituency Relations" may be future of pr, 6/15 Even scandals help name recognition, 5/18 External relations is an asset, 3/2 Florida enacts 5% tax on services including pr, 6/8 Good reputations are so hard to build they can be leased, 6/1 Guidance on current strategies from 5 respected specialists, 1/26 Johnson & Johnson thinks of publics first, 3/23 Johnson & Johnson's 176-pg illustrated history, 3/23 Mathematical evaluation, measurement won't work, 1/26 New technology -- merely tools that may bring risks, 6/15 Opportunity for world-wide exposure, 6/29 Organizations finding mission statement too limited, 5/4 Participation & involvement may help managers be contributers rather than barriers, 4/27Poor service, treatment of customers is a pr failure, 2/23 Posters offer focus, impact & memorability, 6/22 Power of building trust shows in Jim & Tammy Faye saga, 6/29 Public relations is sound biz practice for doctors, 4/6 Response to an incident more powerful than accusation, 5/18 Salinon Corp's Naming Guide, 3/23 Soviets are expert users of pr, 1/26 Larry Speakes offers insights to handling pr for President, 2/16 Student talent creates relationshipbuilding tool, 2/23 Trends in naming, 2/9 2 ways to promote your firm, 6/8 Update on Florida's 5% service tax, Useful case studies provided by to-

day's role models, 3/9 PUBLIC RELATIONS: PROFESSION

Accreditation now mandatory for new members of PRSA's Counselors Academy, 6/29 Are corp speech writers phrasemakers or policymakers? 3/30 Are negative role models as instructive as positive ones? 1/26 Body of knowledge comes from many sources, headed for computer retrieval, 5/4
Bill Cantor's 5th annual reading of the profession's pulse, 2/16 mange the meaning of p in "pr" Change the meaning of p in from public to personal, 6/29 Changes in pr make individual role modeling essential, 1/5

Conference Board relegates "pr" to publicity, 6/22 Counselors case study book shows

broad generalist direction, 6/22 Depolarize legal vs. pr, 1/26

"Expert & respected professionals" from prr's 3rd sociometric poll, 1/5

Feminization of the profession may not occur after all, 5/18

Growing link between pr & personnel epitomized by AT&T, 2/2

Is the profession finally coming of age? 4/20

Is use of "pr" really damaging? 5/11 Learn how to quantify pr's impact, 2/9

New interest in licensing, mandatory accreditation, 1/5

New sitcom about "pr man with an image problem," 3/23

"Professional culture" vs. "corporate culture," 1/5

Public relations depends on leaders, not managers, 3/2

PR - marketing turf war ending, 2/9 PR pros are counselors, not just tactical communicators, 4/20

Rhetoricians were "the first pr professionals," 6/29

Salaries stable but could rise by the end of '87, 2/16

TPRA not entering legislation for pr licensing, 2/9

What constitutes public relations activity, and who decides? 5/4 What practitioners can learn from

Franco case, 4/13 What to do to make pr's culture a viable tool for all, 1/5

PUBLIC RELATIONS SOCIETY OF AMERICA

Accreditation now mandatory for new members of Counselors Academy, 6/29

Assembly & Symposium II takes steps to strengthen Code of Professional Standards, 4/27

Call for Silver Anvil awards entries, 2/16

District chairs elected, 3/16 1987 Bateman-PRSSA case study on AIDS, 1/19

PRSA & IABC study merger, 4/13 PRSA 1987 Section chairs elected, 3/30

Report of comte on terminology, 4/13

Silver Anvils awarded, 4/6 Task force to study PRSA/IABC merger named, 5/11

PUBLICITY/PROMOTIONS

AMEX marketeers get counterproductive publicity, 2/2 In past, publicity & promotion dominated problem-solving, 1/5 Placement as seen by Jonathan Schenker, 1/26 Spokespersons sought for '87/'88 Talk Show Guest Directory, 2/16

RELIGION

Religious org'ns see lack of corporate social responsibility, 2/2

RESEARCH

Communications effectiveness of people in various fields, 6/22 Conference Board reports on public affairs, 6/22

Conflict between young & old a myth, 5/25

Crime poll, 5/25

Crisis comns plans more common, 4/20

Demographic development & labor forecasts in retailing, 3/30 Direct mail fundraising styles compared, 1/12

Exec survey rates state of media relations, 5/11

Featuring teen celebrities in antidrug ads doesn't work, 6/1

Healthcare costs are the single largest burden on families, survey finds, 5/25

Influences on consumer shopping, 2/23

Insurance industry reports on major social issues, 1/12 Issues that concern public, 4/6

Managers' involvement ensures research validity, 4/13

Nat'l Research Corp survey shows consumers still depend on doctors' advice, 6/29

Nat'l Retail Merchants Ass'n survey, 3/30 Organizational name changes, 1/12

"Overnight" research saves school a pr debacle, 3/30

Personalized 2-way comn is vital to building relationships, 6/15 Report says British companies are

more sophisticated than American in use of pr, 6/8

Report shows what motivates execs, 3/16

Studies show humor diminishes stress, helps employees do better job, 3/16

Study of CEOs' responsibility to org'n vs. society misleading, 2/2 Survey finds what tv stations want

in pub service films, 2/2 Survey of news directors about VNRs, 6/15

Survey shows crisis preparedness largely informal, 6/15

Survey shows patients concerned about their doctor relationships,

Survey shows top female execs want to be addressed as "Ms." 3/9

TV isn't all that valuable for product adv'g, 6/1

TV networks resist accurate evaluation, 3/16 2 studies show feminization of pr

may not occur, 5/18

2 successful uses of VALS research, 6/8

VALS undergoing nat'l surveys to test its typology, 6/8 Valuable tidbits from current survey research, 5/25

SOCIAL ISSUES

AIDS' increasing effect on society is influencing marketing, 5/25 Insurance industry reports on major social issues, 2/12

1987 Bateman-PRSSA case study on AIDS, 1/19

Opportunity for worldwide exposure, 6/29 2 AIDS pub'ns, 3/30

SOCIAL RESPONSIBILITY

Corporate responsibility vs. civic responsibility, CEOs share views, 2/2

"People Do" campaigns showed Chevron helps society & natural resources,

Pudget Sound Power & Light undertakes Gatekeeper Prgm to help older people, 3/23
Rating America's Corporate Con-

science, 3/2

Religious org'ns see lack of corporate social responsibility, 2/2

TECHNOLOGY

Computer goofs are pr challenge, 3/16 Don't let pizazz of new tech blind you to policy, message priorities, 6/15

Keeping human despite advancing technologies, 4/20

New Technology and Public Relations, 5/11

PRSIG will be vehicle for computer

retrieval of pr body of knowledge,

Some advice before jumping into the desktop publishing craze, 3/2

TRADE/PROFESSIONAL ASSOCIATIONS

Amer Ass'n of Retired Persons study shows conflict between young & old a myth, 5/25

Amer Water Works Service's prgm wins IABC Gold Quill Award of Merit, 6/8

CPRS conf hears "pr" now means
"personal" not "public" relations, 6/29

CPRS, NSPRA, PRSA have comtes for computer retrieval of pr's body of knowledge, 5/4

Guest Relations Ass'n, 2/23

International Fasteners Ass'n campaigns against foreign makers' poor product quality, 3/9

Membership in pr professional societies higher than usually ac-knowledged, 1/5

Minn Turkey Growers Ass'n publishes "Gobbles," 6/1

NPRN officers elected, 6/1 NSPRA officers elected, 5/11

Nat'l Ass'n of State Units on Aging initiates "Gatekeeper Program," 3/23

Nat'l Retail Merchants Ass'n labor

shortage survey, 3/30 Nat'l Rifle Ass'n pushes beyond

freedom to have guns, 6/1
PRSA & IABC study merger, 4/13
Task force to study PRSA/IABC merger named, 5/11

TPRA not entering legislation this year, 2/9

"Umbrella Act" to regulate professions & occupations, 2/16

TRENDS

AIDS' increasing effect on society is influencing marketing, 5/25 "American Dream" is alive, 5/25

ARs focus on people, becoming more conservative, 1/26

Employees seeking "self-actualization" bring 3 workforce trends, 3/9

Hierarchy of public sins, 5/18 How do you feel about trends in

naming, 1/12 How insurance industry deals with

societal issues, 1/12
Is your org'n joining "smoke-free workplace" trend? 2/16

Phil Lesly looks at trends in North American life, 5/11

Media concerned with trends in 9 subject areas, 1/26

Organizational name changes, 1/12

Retailers grapple with labor shortage, 3/30

TV news content indicators of current journalistic trends, 1/19 Trends in corporate names, 2/9

UTILITIES

Amer Water Works Service faces merger challenge, 6/8 Arizona Public Service's Energy Wattch Program takes to the neighborhoods, 6/1 Puget Sound Power & Light undertakes Gatekeeper Prgm, 3/23

WHO'S WHO IN PUBLIC RELATIONS Bernays receives honorary degree, 5/18 Ed Block receives Nat'l PR Professional Award, 6/1 John Budd named "PR Professional-of-the-Year" by PR News, 4/20 CPRS officers elected, 6/22 Frank Davis retires, 1/26 Mike Deaver indicted, 3/23 Andrea Eliscu honored, 1/19 David Ferguson named volunteer cnrm of Corp Comn Adivsory Committee, American Red Cross, 2/16 David Ferguson receives 1987 Ball State Nat'1 PR Achievement Award, 5/25 Florida PR Education Foundation elects officers, 1/19 John Gnau sentenced, 3/2 Bill Greener named to Nat'l Security Council, 2/16 Jim Haynes receives TPRA's Golden Spur Award, 3/23 Bill Jones moves from school practitioner into industry, 4/20 Malcolm MacKillop dies, 2/16 Zoe McCathrin teaching at Kent State, 6/29 Dave Meeker runs for mayor, 2/16 Richard Miller pleads guilty, 5/11 NSPRA officers elected, 5/11 NPRN officers elected, 6/1 PRSA district chairs elected, 3/16 PRSA section chairs elected, 3/30 Jerry Russom dies, 2/16 Beryl Spector dies, 1/19 Jim Strenski elected chrm, UFla Business Advisory Council, 2/16

WOMEN

Church group says miniseries "Amerika" presents static image of women, 2/2 Feminization of pr may not occur after all, 5/18 Productivity increases with pay equity, 4/6 Promotions steadily increasing, Pat Schroeder's message strategy targets women, 6/22 Women want to be addressed as "Ms." 3/9

TPRA officers elected, 4/13

M. Fredric Volkmann wins CASE Ashmore Service Award, 3/23

Nancy Wolfe, sr practitioner,

Alden Wood retires, 1/19

teaching at UTenn-Knoxville, 6/29

prr's Reader Service Department -

...is available to answer your questions about articles, send reprints, binders, provide further information & references. Just call Laurie Eldridge at 603/778-0514.

Reprints

Need an extra copy for your boss? For a client? Reprints of all articles in this index are available by calling prr. There is a small charge.

Binders

...are available for only \$7. That's just cost + postage. Keep a year's issues including our 3 supplements together as a handy reference. To order, call prr.

Annual Survey

prr's 23rd Annual Survey of the Profession is due fall 1987. Part I, Salaries; Part II, Issues & Trends. \$45 for both parts; \$25 for one. To order, call prr.