# pr reporter

The Cutting-Edge Newsletter of Public Relations,

**Public Affairs & Communication Strategies** 

603/778-0514 Fax: 603/778-1741

E-mail:prr@prpublishing.com

# **INDEX** Jan-June 2000

#### ADVERTISING

DynaBranding helps org'ns brand, strategize, 1/24 Chevrolet making gay appeal?

US gov't again tries to motivate behavior with ads, 3/27

Under the radar strategy reaches new low in fullpage ad, 4/24

Rising move to evaluate pr has reinforced the news vs. ads struggle, 5/22

Drug promotion study finds Internet more effective & far cheaper than ads, 6/5

Gov't again wasting big bucks on ad preaching, 6/19

#### ADVOCACY/ACTIVISTS

Unionization of medical interns & residents, 1/24

Org'ns contributing to animal org'ns are warned by outdoors columnists, 2/7

Seattle anti-globalization now targets pr, 3/27

Erin Brockovich sics film star on PG&E, 4/17

Investigative media find Brockovich not a white knight, 5/1

Is compromise still possible on issues: S.C. statehouse flag debacle & Elian-a-thon, 5/8

Brockovich film is rallying force for activists, 5/29

Anti-biotech activists creating hysteria, 6/12

#### ANNUAL REPORTS

Less is more in Northwestern Mutual's reader-friendly annual report, 5/1

#### **BEHAVIORAL SCIENCES**

New look at inactive publics theorizes they can be reached, regardless of difficulty, 1/10

Org'n applies tenets of anthropology to understand consumer behavior, 2/21

US gov't again tries to motivate behavior with ads, 3/27

Herzberg's "hygiene" vs. "motivation" differentiation, 4/24

Nonverbal com'n important in reaching target individuals, 5/8

#### BUSINESS

Stock market revolution shows psychology rules & individual investors reign, 1/17

Unexpected early retirement of Coke CEO illustrates 1 of the 9 ways pr impacts the bottom line, 1/17

New technique helps org'ns brand, strategize, 1/24

Major pr challenge in companies laying people off, 1/31

Ben & Jerry's stands by their vision/mission statement during dioxin flap, 2/14

When the "monopoly money" economy ends & productivity & profit are back in vogue, what's your plan? 2/28

Federal Reserve Study: corporate reputation boosts returns, best evidence source for nonfinancial indicators, 3/13

Surviving in the Innovation Age, 3/20

CEOs nervous about how Internet impacts reputation, 3/20

National Issues Forum sees youth in moral decline, wants businesses to pitch in, 3/27

Internet exec shares 10 lessons learned, 4/10

Temporary companies that cash out quickly increase public distrust of org'ns, 4/24

Mobilizing employees as community members; using them as constituents to gain public approval of merger, 5/1

Study: companies with formal Strategic Performance Measures system usually outperform competitors, 5/15

Ernst & Young's Value Creation Index, 5/15

Are dot-coms & E-world companies influencing pr ethics? 6/12

### COMMUNICATIONS

Employees prefer to hear news from immediate supervisors, but they aren't always adept at communicating, 1/17

Additional tactics for breaking thru the clutter of overcommunication, 1/24

"Plain English" campaign offers quality mark for clear communicators to display, 4/3

Crisis preparation & com'n in a hoax bomb threat, 4/10

Wordtree is a dictionary that codifies words, helps you say exactly what you mean, 4/24

The inside terminology of org'ns might need a review, 5/1

Organizational relationships are analogous to personal relationships, study finds, 5/8

- Nonverbal com'n important in reaching target individuals, 5/8
- Powerpoint is another com'n "improvement" that is really the opposite, 5/15

#### **COMMUNITY RELATIONS**

- Mobilizing employees as community members; using them as constituents to gain public approval for merger, 5/1
- Community news online replaces throwaway "Shopper," 5/22
- Ally development with clergy to reduce crime rate, win confidence for police, 5/29
- Targeted grassroots approach attempts to move community to fill out census, 6/19

#### **COMPUTERS/INTERNET**

- Fighting on-line tantamount to shadow-boxing, 1/17
- Generation Y will spend 1/3 of lifetime on-line, 2/7
- Internet demands transcripts of speeches, 2/7
- Website key in com'n with stakeholders during Ben & Jerry's dioxin flap, 2/14
- Empowering users to manage their privacy & personal info in the digital realm, 2/14
- Ford helps employees get online at home for \$5/month, 2/21
- Web is a "pull" not "push" medium, 3/27
- Internet exec shares 10 lessons learned, 4/10
- E-world is fast, for *both* successes & failures, 4/17
- Net shoppers prefer it but still want customer service, 4/17
- Intranet becoming tool of choice for reaching employees, but more personal methods still vital, 4/24

- Judge rules over Web sites that let users pull down music without regard to copyright protection, 5/8
- Powerpoint, a com'n "improvement" is really a distancing & obfuscation device, 5/15
- Cyber-cynicism taking hold, even among Internet gurus, 5/22
- First online pr study, 5/29 Drug promotion study finds Internet more effective & far cheaper than ads, 6/5
- The Internet & opinion leaders, 6/19
- Electronic Publicity for the Hispanic Market: What Works, What Doesn't? 6/19
- Creating a buzz: temporary phenomenon or here to stay? Only for dot-coms or generally applicable now? 6/26

# CONSUMER AFFAIRS/ CUSTOMER RELATIONS

- Customer loyalty, a very useful measure, 1/3
- New technique helps org'ns brand, strategize, 1/24
- Basic strategy differentiator is stakeholder distribution, 2/7
- Org'n applies tenets of anthropology to understand consumer behavior, 2/21
- Customer service remains a cornerstone of all customer relationships, 4/17
- Temporary companies that cash out quickly increase public distrust of org'ns, 4/24

# CRISIS MANAGEMENT/ COMMUNICATION

Fighting on-line tantamount to shadow-boxing, 1/17 911 system now 2-way, 2/7 Ben & Jerry's stands by their vision/mission statement during dioxin flap, 2/14

- Is it possible to partner with the press to prevent a copycat crisis? 3/6
- Crisis preparation & com'n in a hoax bomb threat, 4/10

#### DEMOGRAPHICS

- Clout of gay public moves to forefront with targeted appeals, but segment wants changes not pitches, 1/10
- Generation Y to spend 1/3 of lifetime on-line, 2/7
- Women in the outdoors: a sample anthropological study, 2/21
- Gay public: a rising market not to be overlooked, 2/28
- Targeting seniors: guide gives direction to practitioners, 4/3
- Electronic Publicity For The Hispanic Market: What Works, What Doesn't? 6/19

#### **ECONOMICS**

Stock market revolution shows psychology rules & individual investors reign, 1/17
When the "monoraly money"

- When the "monopoly money" economy ends & productivity & profit are back in vogue, what's your plan? 2/28
- Turbulent market can create low employee morale, 5/8
- Study shows companies with formal Strategic Performance Measures system usually outperform competitors, 5/15

#### **EDUCATION**

- Survey shows celeb endorsements no indicator of corporate citizenry but aiding education is, 1/10
- Ford helps employees get online at home for valuable learning, 2/21
- Coverage of school violence pits media rights against social responsibility, 3/6

pr reporter continued January-June 2000

Colleges, universities eat huge piece of charity pie, new tax laws could change that, 3/27 Ivy League fundraiser defends charitable dollars gathered by colleges & universities, 5/15 Are schools in the lead on titles? 6/19

#### EMPLOYEE RELATIONS

Time is better than money, according to Toronto practitioner survey, 1/10 Showing employees their worth

thru manager-as-communicator, 1/17

Cynicism about org'l loyalty extends itself to pop humor – Dilbert, 1/24

Major pr challenge in org'ns laying people off, 1/31

For employee retention, consider demographics & what they most want, 1/31

Ford helps employees get online at home, 2/21

Powerful analogy for essentiality for teamwork, 3/6 Salary survey of HR pros, 3/6

Effective Phrases for

Performance Appraisals, 3/13

Retiring CEO leaves a training legacy, 3/20

Intranet becoming tool of choice for reaching employees, but more personal methods still vital, 4/24

Top workers care more about reputation than pay, 4/24

Retain employees by encouraging them to enjoy life, 5/1

Turbulent market can create low employee morale, 5/8

Many employers now offer sabbaticals, 5/15

Employee commitment may be most powerful nonfinancial indicator, 6/26

#### **ENVIRONMENT**

Study finds shifting attitudes re: envt, health & comfort, 1/24 Covering Key Environmental Issues, 3/27 Genetically engineered food

Genetically engineered food debate polarized industries & consumers along the food chain, 6/12

#### **ETHICS**

Ethical behavior seen by utility CEO as essential in new competitive electric market, 3/13

E-world is fast, for both successes & failures; does this mandate special ethical care by pr? 4/17

Does global pr raise the ethics stakes? 4/17

New research on lying bears study; deceptive behavior is a honed social skill, 6/12

Despite problems, dot-coms & E-world still a huge piece of total pr \$\$; are the companies influencing pr ethics? 6/12

#### FILM/VIDEO

Movies based on real crises is new area of risk mgmt, 4/17 Brockovich film is rallying force for activists, 5/29

# FINANCIAL/ INVESTOR RELATIONS

Firm reaches gay public with direct, light-handed approach, 2/28

Study: corporate reputation boosts returns, admired firms regularly outperform the market, 3/13

Ernst & Young's Value Creation Index, 5/15

Consulting firms' pay rates, 5/29

Employee commitment may be most powerful nonfinancial indicator, 6/26

#### GOVERNMENT

Boston Globe study of the rise of women lawmakers, 2/21 PR opportunity: Feds strive to weed out "culture of secrecy" abroad & embrace pr strategies; role of NGOs, 3/6 US gov't again tries to motivate behavior with ads, 3/27 Gov't again wasting big bucks on ad preaching, 6/19

#### GRAPHICS/PRINTING

Good design always incorporates an element of the unexpected, 1/10 The future of magazines, 2/14 Print is not dead & never will be dead, 3/27

#### **HEALTHCARE**

Study finds shifting attitudes re: envt, health & comfort, 1/24
Unionization of medical interns & residents, 1/24
Drug promotion study finds
Internet's personalized appeals more effective & far cheaper than ads, 6/5

#### INTERNATIONAL PR

Feds strive to weed out "culture of secrecy" abroad & embrace pr strategies, 3/6
Does global pr raise the ethics stakes? 4/17

Forgotten historical case shows early pr was global: the struggle over human rights abuses in the Congo, 6/5

#### **ISSUE MANAGEMENT**

Fighting on-line tantamount to shadow-boxing, 1/17

Issue anticipation: when the "monopoly money" economy ends & productivity & profit are back in vogue, what's your plan? 2/28 Issues anticipation in place for Columbine anniversary, 3/6 Seattle anti-globalization now targets pr, 3/27 Movies based on real crises is new area of risk mgmt, 4/17 Is compromise still possible on issues: S.C. statehouse flag

#### LANGUAGE

Need to put language in the service of inclusivity, rather than diversity, 3/20 "Plain English" campaign offers quality mark for clear communicators to display, 4/3

debacle & Elian-a-thon, 5/8

Wordtree is a dictionary that codifies words, helps you say exactly what you mean, 4/24 Inside terminology of org'ns might need a review, 5/1

Boston Globe study of the rise

#### LAW

of women lawmakers, 2/21 Incredible starting pay for lawyers has fallouts, 2/28 Investigative media find Brockovich not a white knight, 5/1 Judge rules over Web sites that let users pull down music without regard to copyright protection, 5/8 Negative legal impact of integrated mktg com'ns, 5/22

#### MANAGEMENT

Employees prefer to hear news from immediate supervisors, but they aren't always adept at communicating, 1/17

1 of the 9 ways pr impacts the bottom line is by removing executive isolation, 1/17 Getting directors & managers to practice simple civility & respect, stop blaming others, 1/31

Geese flying in V formation, powerful analogy for essentiality of teamwork, 3/6

Ernst & Young's Value Creation Index, 5/15

S-M-A-R-T paradigm allows pr managers to effectively move relationships from one phase to a more satisfying one, 6/5

#### MARKETING

Clout of gay public moves to forefront with targeted appeals, but segment wants changes not pitches, 1/10 New technique helps org'ns brand, strategize, 1/24 All-too-common errors in strategy, 1/31 Marketing to ethnic publics rising; study, 4/3 Targeting seniors: guide gives direction to practitioners, 4/3 Negative legal impact of integrated mktg com'ns, 5/22

#### **MEDIA: GENERAL**

Same thing is happening to professional publications as to mainstream media, 1/10 Public media has changed radically, 2/7 The future of magazines; editors & experts thoughts, 2/14 Even media critics, like Brill's Content, are anti-pr, 2/21 Is it possible to partner with the press re: school violence issues? 3/6 Media contribute to the moral decline of youth, 3/27 Successful strategies for reaching journalists in our technological environment, 4/10

Investigative media find Brockovich not a white knight, 5/1

Canadian Broadcast Standards Council issues statement saying homosexuality is a civil right, 5/15

Rising move to evaluate pr has reinforced the news vs. ads struggle, 5/22

# **MULTICULTURALISM/** DIVERSITY

Chevrolet making gay appeal? 1/31 Semantics describing groups of peoples are imprecise, 3/20 Electronic Publicity For The Hispanic Market: What Works, What Doesn't? Study guides pr to hottest growth market, 6/19

#### **OPINION LEADERS**

Are optimistic people dreamers or opinion leaders? 5/22 On Internet, too, opinion leaders are the target, 6/19 Cabbies as opinion leaders, 6/26

# **PERCEPTION MANAGEMENT**

Crime rate doesn't correlate with citizens' fear of crime, 5/29

#### **PHILANTHROPY**

Survey shows celeb endorsements no indicator of corporate citizenry - but aiding education is, 1/10 KFC finds unique public service niche, 1/17 Corporate sponsorships way up: but does endorsement let companies play hero, 2/7

A warning to org'ns contribu-

ting to animal org'ns, 2/7

pr reporter continued January-June 2000

Colleges, universities eat huge piece of charity pie, new tax laws could change that, 3/27 Opportunity for a billionaire to become really renowned, 5/1 Ivy League fundraiser defends charitable dollars gathered by colleges & universities, 5/15 Democratizing philanthropy: both grantors & grantees impacted by trends in giving & foundations, 5/29

#### PUBLIC OPINION

Survey shows celeb endorsements no indicator of corporate citizenry – but aiding education is, 1/10
Study finds shifting attitudes re: environment, health & comfort, 1/24
National Issues Forum sees youth in moral decline, wants businesses, schools,

communities to pitch in, 3/27

# PUBLIC RELATIONS: PROFESSION

Mgmt's demand for proof of results & Wall Street's turn to non-financial indicators makes measurement & evaluation 2000's #1 pr topic, 1/3 New look at inactive publics theorizes they can be & must be reached - regardless of difficulty, 1/10 Many mgrs are unprepared to be communicators opportunity for pr, 1/17 Go-direct model for going around the gatekeepers, 2/7 Even media critics, like Brill's Content, are anti-pr, 2/21 Federal Reserve study is "single most significant, impartial study of the importance of the pr function," 3/13 Study looks at challenges facing food & beverage pr, 3/13

PR is essential to support org'ns in the Innovation Age, 3/20 Opportunity for pr: assisting CEOs in dealing with Internet slams & rumors, 3/20

Firm revenues way up, but changing positioning of field more important to practitioners, 3/27

Crafting plans & quantifying results are chief concerns for corp pr dep'ts, 4/3

Triggering events can also be called inflection points, tipping points, 4/10

Are org'l relationships analogous to personal relationships? Between firms & clients? study, 5/8

To get ahead, pr needs to think big, understand & take seriously the true concept of strategy, 5/22

First online pr study, 5/29

Forgotten historical case shows early pr was global, 6/5

S-M-A-R-T pr paradigm, 6/5

Semantics & buzz words remain a pr issue; core competency model, 6/5

Dot-coms & E-world, huge piece of total pr \$\$; are companies influencing pr ethics? 6/12

World Bank knows the value of pr, 6/19

Creating a buzz: temporary phenomenon or here to stay? Only for dot-coms or generally applicable now? 6/26

#### PUBLICITY/PROMOTIONS

Good retort reverses negative publicity into laudable behavior, 2/21

Electronic Publicity for the Hispanic Market: What Works, What Doesn't? 6/19

Targeted grassroots approach attempts to move community to fill out census, 6/19

Targeting seniors: guide gives direction, 4/3

#### RELIGION

Study of religiosity reveals attitudinal change, 4/10 Relationship-building tech-

Relationship-building techniques, ally development with clergy reduce crime rate, win confidence for police, 5/29

Homophobia in the US won't go away, 5/29

#### RESEARCH

Mgmt's demand for proof of results & Wall Street's turn to non-financial indicators makes measurement & evaluation 2000's #1 pr topic, 1/3

Women in the outdoors: a sample anthropological study, 2/21

Yankelovich calls for sensible program evaluation; social programs can't be tested like a new drug, 3/6

Conference devoted to pr measurement & evaluation, 3/6

Polls losing credibility except with some long range planning, 3/27

Ernst & Young's Value Creation Index, 5/15

Research technique asks subjects to define themselves; to get rich research results, gave survey subjects money & a camera, 6/26

#### SOCIAL ISSUES

KFC finds unique public service niche, 1/17

Yankelovich calls for sensible program evaluation; social programs can't be tested like a new drug, 3/6

National Issues Forum sees youth in moral decline, wants businesses, schools, communities to pitch in, 3/27 Dychtwald continues quest to change American mindset away from youth toward maturity, 4/3

Is compromise still possible on issues: S.C. statehouse flag debacle & Elian-a-thon, 5/8

Canadian Broadcast Standards Council issues statement saying homosexuality is a civil right, 5/15

Relationship-building techniques, ally development with clergy reduce crime rate, win confidence for police, 5/29

Homophobia in the US won't go away, 5/29

New research on lying bears study because deceptive behavior is a honed social skill, 6/12

#### SOCIAL RESPONSIBILITY

Survey shows celeb endorsements no indicator of corporate citizenry – but aiding education is, 1/10

Backhanded praise for social responsibility programs, 1/24 Coverage of school violence pits media rights against social responsibility, 3/6 Under the radar strategy reaches new low in fullpage ad, 4/24

#### TECHNOLOGY

911 system now 2-way; what else is possible? 2/7 Genetically engineered food debate polarized industries & consumers along the food chain, 6/12

#### TRENDS

Study points to shifting attitudes as public reconciles envt, health & comfort – i.e. these days we want it all, 1/24

Futurists track trends & developments to outline opportunities in the century ahead, 1/31

Researchers forecast personalized style, individuality, intimacy, home-based activities, 3/13

E-world is fast, for both successes & failures; does this mandate special ethical care by pr? 4/17

Many employers now offer sabbaticals, 5/15

Are schools in the lead on titles? 6/19

Creating a buzz: temporary phenomenon or here to stay? 6/26

#### UTILITIES

Ethical behavior seen by utility CEO as essential in new competitive electric market, 3/13

Erin Brockovich sics highestpaid film star on PG&E, 4/17 Investigative media find Brockovich not a white

Brockovich film is rallying force for activists, 5/29

knight, 5/1

# . <u>pr reporter</u>'s Reader Service Department \_

...is available to answer your questions about articles, send reprints & binders and provide information & references. Just call Laurie at 603/778-0514 to place your order. Note: please send pre-payment on orders of \$10 or more.

#### Reprints

Need an extra copy for your boss or client? Reprints of all articles in this index are available for a small charge.

#### **Binders**

...are available for only \$10.50. That's just cost plus postage. Keep a year's issues including our 5 supplements together as a handy reference.

### pr reporter Reprint Rates

single copy, any issue \$10.00 2-10 copies of the same issue \$8.00 each 11-25 copies of the same issue \$6.00 each