

INDEX

July-Dec 1986

ADVERTISING

- Advice to potential issue advertisers, 10/6
- Agency pros talk about issues they face, 12/22
- Issue adv'g getting more attention but does it work? 10/6
- NBC explains its issue adv'g policy, 11/3
- Research shows public's attitudes on cigarette adv'g can be readily changed, 12/1

ADVOCACY/ACTIVISTS

- Shareholders happy with W.R. Grace advocacy campaigns, 12/15

ANNUAL REPORTS

- CEOs are barriers to good ARs, 9/15
- Creativity & distinctiveness are important, 11/17
- Koppers does employee guide to AR, 7/28

BANKS

- Bank risks trying new method to resolve consumer problem, 9/22

BEHAVIORAL SCIENCES

- Quality circles operating in diverse areas, 12/15
- Quantitative bias questioned, 12/15
- Rules of thumb on risk mgmt, 8/11

BOOKS/PUBLICATIONS

- Caregiving Tips, 8/18
- Changing Career Values, 9/22
- The Emerging Role of Top Management Communication, 8/25
- Facts About Blacks, 10/27
- Issues Managers Roster, 9/22
- Nat'l Survey of Newspaper Op-Ed Pages, 11/3
- New Magazines 1986, 9/1
- New Technology And Public Relations, 12/8
- Power of the Presidency, 8/4
- The Professional Need: Standards For The Performance Of Public Relations, 10/13
- PRSA brochure lists winning pr film/video productions, 12/1
- Public Relations Writer In A Computer Age, 9/8
- Try and Stop Me: A Collection of Anecdotes & Stories, Mostly Humorous, 10/27
- Where to Turn for Help for Older Persons, 12/8
- WICI publication discusses how to make it as a free-lancer, 12/8
- Women's Funds, 8/11

BUDGETS

- Annual Budgeteer issue, 10/6
- Corporate pr budgets are increasing, 12/1

- Cost-cutting trend in meetings, 9/22
- PR budget totals, 10/20

BUSINESS

- AFL-CIO tries to improve public's perception of unions, 11/24
- CEOs' views on corporate identity, 9/1
- Chrysler vp-pa tells how the Iacocca team does it, 10/27
- Conoco's speakers program, 8/18
- Corporate cultures under seige, 12/1
- Corporate pr budgets increasing, 12/1
- Does popular CEO become a liability at some point? More on Iacocca, 11/3
- Employee ownership companies more profitable & productive, 10/27
- 5 strategies for successful negotiations, 11/3
- GM shareholder speaks out; his suggestions make pr sense, 11/10
- W.R. Grace finds networks inconsistent on issue adv'g policy, 10/6
- W.R. Grace shareholders happy with advocacy campaign, 12/15
- Industry groups experience shifts in median salaries, 10/20
- Issue analysis at Bell Canada, 9/15
- Mergers breed rumors, fear & opportunity, 9/22
- Monsanto learns from fear-defusing program, 12/8
- NBC rebuts Peter Grace on issue adv'g, 11/3
- "The New Koppers Company," 7/28
- Procter & Gamble's lawyers keep "Satanic" trademark issue alive, 8/18
- Program on blacks in corp America, 8/11
- PR firms may benefit from new tax laws, 10/13
- Rankings of corp performance on issues, 8/18
- Morgan Stanley fights Conrail's sale to NSRS, wins, 11/24
- Tobacco company counters smokeout with smokers kits, 12/1
- VCR manufacturers use 2-way comm to defeat copyright law, 11/24
- Xerox shares lift letter technique, 9/29

CANADA

- Alberta's "Professional & Occupational Ass'ns Registration Act," 9/1
- CPRS takes stand on pub issues, mandatory accreditation, 7/14
- Vancouver hospital prepares for a visit from Princess Margaret, 8/18

CENSUS DATA

- Survey shows people prefer "tried

- & true" methods to get & use data, 10/13

COMMUNICATION

- Attention-getting lift letter, 12/8
- Camera-ready booklet on aging can be personalized with orgn's logo & message, 12/8
- Communicating during a crisis, 11/24
- Communication with stakeholders essential in mergers, 9/22
- Conoco's speakers program, 8/18
- Face-to-face relationship key to successful grassroots campaign, 11/24
- Grantland comic strip is one way to pep up your pub'n, 8/4
- "Information liability" is a new concern for practitioners, 10/13
- Key elements of top mgmt comm to employees, 8/25
- Koppers surveys employees, comes up with comms plan, 7/28
- Mgmt is taking employee comm more seriously, survey shows, 8/11
- Monsanto learns important comm lessons in prgm to defuse public fear, 12/8
- More evidence of overcommunicated society, 8/18
- PG&E communication plan involves all employees, 11/3
- PR's role in new product development, 12/15
- Publication does not equal communication, 9/8
- Secretaries as gatekeepers, 9/29
- Strategic disinformation, 9/29
- 10 principles for successful meetings, 9/22
- 2-way comm needed to bridge gap between public's & scientists' ways of assessing risk, 8/11
- U of Iowa's 1-on-1 comm prgm, 12/8
- Unusual comm campaign for prunes & cerebral tracers uses doctors & a soap opera, 8/25

COMMUNITY RELATIONS

- Conoco's speakers program, 8/18
- Shopping malls court walkers, 7/28

COMPUTERS

- PRSIG -- pr data bank, 12/8

CONSUMER AFFAIRS/CUSTOMER RELATIONS

- Airline passengers represent new product sampling market, 12/15
- Bank responds to consumer need; builds relationships, sales & income, 9/22
- Better Homes & Gardens celebrates families, reinforces its position as family svc pub'n, 8/4
- Carefree Inn sends personal apology to inconvenienced guests, 7/28



How consumers rank org'ns, 7/21
 Pros talk about issues, 12/22
 Shopping malls court walkers, 7/28
 Signatures identifying product's
 inspector add ultimate touch,
 7/28

CRISIS MANAGEMENT/COMMUNICATIONS

Crises can occur at any time, any-
 where, to any org'n, 11/24
 Crisis = spotlight = opportunity,
 9/8
 Videotape of Western Union's guide-
 lines for crisis preparedness
 programs, 11/10

DEMOGRAPHICS

Facts About Blacks, 10/27

DIRECT MAIL

Lift letter to secretaries improves
 response for Xerox, 9/29

ECONOMICS

Economic inequality between sexes,
 9/29
 PR firms may benefit from new tax
 laws, 10/13

EDUCATION

Academia not simpler than politics,
 10/27
 Calling Home program, a service with
 tremendous pr overtones, 12/8
 Corp sponsored educ prgms wanted,
 7/14
 Education becoming more important
 in pr jobs, 10/20
 Jim Fisher reflects on pr in col-
 leges & universities, 8/4
 PR pros talk about issues they
 face, 12/22
 PRSA brochure details film/video
 festival winners, suggests PD
 uses, 12/1
 Seasoned pr pro brings his insights
 to med school's psychiatry dep't,
 10/27
 Survey shows mid-career education
 sought by many, 7/14

EMPLOYEE RELATIONS/COMMUNICATIONS

Employee Stock Ownership Pgrms allow
 participation in decisionmaking,
 10/27
 Employees want info about the org'n
 from top mgmt; key elements of
 top mgmt comm, 8/25
 Koppers stresses comm thru print
 & mgrs one-on-one, 7/28
 Mgmt taking upward comm more seri-
 ously, survey shows, 8/11
 Miami Lakes' employee prgms keep &
 enhance the feeling of family, 9/8
 Open comms during mergers important,
 9/22
 Photo book of employees helps in-
 siders recognize one another, 9/8
 PR's role as internal communicator,
 11/17
 Rebuilding loyalty & motivation
 among middle mgmt, 12/1
 Restaurant industry launches cam-
 paign to improve employee rels,
 10/27
 6% of workers suffer from substance
 abuse, 7/28

ETHICS

Disinformation violates pr code,
 11/10
 Facing decisions that have ethical/
 moral dimensions, 12/15

Information used for power & manip-
 ulation, 9/29
 PR firms apply ethics codes to
 overall operations, 10/13
 PRSA task force to study Society's
 ethics code, 11/3
 SEC-Franco case sends pr execs
 back to code of ethics, 9/1

FILM/VIDEO

PRSA brochure details film/video
 festival winners, 12/1
 VNRs gaining in popularity, re-
 search shows, 7/21
 Videotape of guidelines for crisis
 preparedness programs, 11/10
 Videotape of how-to's for prepar-
 ing video news releases, 11/10

FINANCIAL/INVESTOR RELATIONS

Mergers limit 1st Amendment rights,
 11/17
 Pros talk about issues facing banks
 & other financial svcs, 12/22
 SEC-Franco case; insider trading
 issue, 9/1

FORECASTING

Futurists are growing in number,
 10/13

GOVERNMENT

Disinformation, 11/10
 Journalist argues against gov't
 regulation of terrorist report-
 ing, 9/22
 Men & women politically unequal,
 9/29
 PAC is a tool, not the sole means
 of access to the political
 process, 9/8
 Pending court cases may overturn
 Fairness Doctrine, 10/6
 PR practitioners' median salary,
 10/20
 Study by Free-speech Cmte shows
 rising public readiness to scrap
 1st Amendment rights, 7/21

GRAPHICS/PRINTING

Generic booklet can be personalized
 with orgn's logo & message, 12/8
 Grantland comic strip peps up
 pub'ns, 8/4

HEALTHCARE

Cleveland Clinic's pub aftrs div
 organized into 8 dep'ts, 12/1
 Pros talk about issues, 12/22

HOSPITALS

Faced with increasing competition,
 hospitals are diversifying, 8/4

HUMOR

Lighthearted smokers kit diffuses
 smoking conflict, 12/1
 Try & Stop Me: A Collection of
 Anecdotes & Stories, Mostly
 Humorous, 10/27

INTERNATIONAL PUBLIC RELATIONS

Environmental movement is interna-
 tional, cited as a way to unite
 mankind, 9/15
 Minnesota/Moscow Children's Space
 Bridge, 8/18
 New technologies may cause mis-
 understandings, 9/29

ISSUE MANAGEMENT/ANTICIPATION

"A VICTORY" -- cklist for community

issue research, 7/21
 Act on an issue when policy is be-
 ing thought about, 11/24
 Advice to potential issue adver-
 tisers, 10/6
 Appraisal of corp performance spot-
 lights issue problems & oppor-
 tunities, 8/18
 Heffring lists 12 categories of
 info practitioners must gather,
 7/21
 Issue adv'g getting more attention
 but does it work? 10/6
 Issues managers roster, 9/22
 Journalist calls for exploring
 future issues, 9/22
 New issues mgmt focuses on change
 as a way of life, 9/15

LANGUAGE

Airline pilots' counterproductive
 language, 7/28
 Data "is" or "are"? 11/3
 Overstatements can do serious harm,
 7/28
 12 most persuasive words today,
 11/24

MANAGEMENT

Entrepreneurs use seat-of-the-pants
 style, 9/29
 GM's Ross Perot's suggestions make
 pr sense, 11/10
 Lessons from the Iacocca phenomenon,
 10/27
 Managers need to use new technology
 more, 12/8
 Restructuring has severe impact on
 middle mgmt, 12/1
 Study recommends management encour-
 age creativity, promote comn,
 12/15
 Traditional assumption is that
 change is an aberration, 9/15

MARKETING

Attention-getting lift letter draws
 attention to organizational bro-
 chure, 10/8
 Cleveland Clinic integrates pr/pa/
 fundraising/mktg for comprehen-
 sive strategy, 12/1
 New product sampling market, air-
 line passengers, 12/15
 1 sentence turns nearly bankrupt
 company around, 10/27
 Sports marketing, 9/8
 Survey respondents report on or-
 ganization's mktg trends, 12/22

MEDIA: ELECTRONIC

Jericho News Service wants material
 from pr people, 8/4
 2-way talk radio used to overturn
 seatbelt law, 12/15
 Video news releases are expensive,
 require careful planning, 11/17
 Video news releases how to's, 11/10

MEDIA: GENERAL

Close media scrutiny can elevate
 controversy, Monsanto learns,
 12/8
 Internationalization of the media,
 9/29
 Journalist argues for need to
 change reporting of terrorism,
 9/22
 More evidence that news media no
 longer penetrate our overcommu-
 nicated society, 8/18
 Segmented audiences cause mass
 media to lose its pull, 9/1

Tobacco company distributes smokers kit, gets enormous coverage, 12/1

MEDIA: PRINT

National Survey of Newspaper Op-Ed Pages, 11/3
Playboy article on pr exemplifies worst work of hacks, 12/1

MEDIA RELATIONS

Calling to check status of news releases is time waster, 7/14

NONPROFITS

Girl Scouts of America offers crisis guidelines, 11/24
Median salaries low, 10/20

ORGANIZATIONAL DEVELOPMENT

Corporate cultures under seige, 12/1
ESOPs allow participation in decisionmaking, 10/27
Key attributes of winning organizations, 10/13
Koppers in transition stresses comm thru print & mgrs 1-on-1, 7/28
Miami Lakes uses employee prgms to keep & enhance feeling of family, 9/8
PG&E comm plan provides one clear voice outreach for employees, 11/3
Quality circles are operating in diverse areas, 12/22

PERCEPTION MANAGEMENT

AFL-CIO tries to improve public's perception of unions, 11/24
Corporate reputation has tangible payback, 10/13
Restaurant industry launches campaign to improve image of mgmt/employee relations, 10/27
Risk mgmt means working with perceptions, not facts, 8/11

PERSUASION

All attempts to influence employ a combination of 5 forms of power, 8/4
5 strategies for successful negotiations, 11/3
How tobacco companies are trying to take the heat from emotional smoking issues, 12/1
PR's role in persuasion, 11/17
12 most persuasive words today, 11/24

PHILANTHROPY

Corporate contributions in decline, 11/10
New philanthropic movement is women funding women's causes, 8/11

PHOTOGRAPHY

Photo service rates, 10/6

POSTAL INFORMATION

Rate changes, 10/6

PUBLICITY/PROMOTIONS

Better Homes & Garden's Family Network celebrates families, reinforces mag's position, 8/4
Chrysler's hoopla introduces sales force to new line of cars, 9/1
Politician cheap-shots a Colorado state park's promo, 7/28
Sports marketing, 9/8

PUBLIC AFFAIRS

Cleveland Clinic pub aftrs div organized into 8 dep'ts, 12/1
Don't expect political contributions to insure a willing ear, 9/8

PUBLIC OPINION

High school students' opinions on key issues, 7/14
Measuring public opinion on an issue isn't enough; get public to react, 11/24
Presence of women's funds educates public about women's needs, 8/11
Public determines risk on basis of fear, 8/11
Public opinion can bring change in editorial value system, 9/22
Public ranking of org's, 7/21
Rising public readiness to scrap 1st Amendment rights, 7/21
2-way talk radio stirs people to action, defeats seatbelt law, 12/15

PUBLIC RELATIONS: GENERAL

ACLU advocates pr techniques instead of mandatory drug testing, 7/14
All problems are basically pr situations, 8/11
Better Homes & Gardens celebrates families, reinforces its position as family svc pub'n, 8/4
CEOs unsure about their corp identity -- opportunity for pr pros, 9/1
Chrysler vp-pa tells how the Iacocca team does it, 10/27
Corporate pr budgets are increasing, 12/1
Credibility & trust are not the same, 11/10
Decline in smoking attributed to public education, 7/14
5 strategies for successful negotiations, 11/3
Handling one clear voice problem, 11/10
How to make it as a free-lancer, 12/8
How to minimize liability, 11/24
"Information liability" is a new concern for practitioners, 10/13
Koppers Company's employee comm plan, 7/28
London embassy is Texas pr arm, 7/14
Mergers, judicial process & libel are barriers to 1st Amendment, 11/17
Miami Lakes' employee prgms keep & enhance feeling of family, 9/8
Monsanto learns from experience in fear-defusing program, 12/8
New issues mgmt moves to strategic rather than tactical posture, 9/15
Opportunity for organizations to sponsor booklet, 12/8
PG&E's comm plan involves all employees; one clear voice, 11/3
Preparing for merger, 9/22
PR used by biz men to solve vandalism problem, 8/11
PR's role in new product development, 12/15
Questioning quantitative bias helps qualitative fields like pr, 12/15
Restaurant industry launches campaign to change its reputation, 10/27

Risk assessments of public & scientists differ; 2-way comm needed, 8/11
Survey respondents report significant organizational changes, 12/22
12 categories of info practitioners must gather, 7/21
2-way radio campaign used to overturn seatbelt law, 12/15
Unified division is master strategy for Cleveland Clinic, 12/1
U of Iowa prgm basically a svc but with tremendous pr overtones, 12/8
Unusual comm campaigns for prunes & cerebral tracers use doctors & a soap opera, 8/25
Value of employee comm rising, survey shows, 8/11
What to expect from a research firm, 9/15

PUBLIC RELATIONS: PROFESSION

Alberta's "Professional & Occupational Ass'ns Registration Act," 9/1
Another independent sells to ad agency: Weiner to Doremus, 9/1
Attorney's structured approach also fits pr planning, 7/28
Bigness of pr firms threatens field's progress, believes counselor, 9/22
CPRS plans mandatory accreditation, 7/14
College students see pr as external, manipulative, 11/10
Feasibility study looks to establish 3 pr info storage & retrieval services, 10/27
Jim Fisher reflects on pr in colleges & universities, 8/4
How to work with lawyers, 11/24
Making pr ethics codes work, 10/13
Most important issues/problems by industry, 12/22
New pr firm network forms: Rocky Mountain PR Group, 8/25
Playboy article on pr exemplifies worst work of hacks, 12/1
PR firm helps tv avoid slurs against the profession, 10/13
PR firms median salary falls, 10/20
PR status holding steady, 10/20
PRSA/Minn bids to host 1991 World Congress, invites PRSA & CPRS, 8/11
Role of agenda setting -- from PRSA conference, 11/17
Role of explaining -- from PRSA conference, 11/17
Role of harmony -- from PRSA conf, 11/17
Role of internal communicator -- from PRSA conference, 11/17
Role of leadership -- from PRSA conference, 11/17
Role of maintaining credibility -- from PRSA conference, 11/17
Role of persuasion -- from PRSA conference, 11/17
Role of protecting 1st Amendment rights -- from PRSA conf, 11/17
SEC-Franco case, 9/1
Status of pr in relation to other functions, 12/22
Survey reports pr pros thoughts on licensing, accreditation, 12/22
Survey shows practitioners value mid-career education, 7/14
10th anniversary as editor of pr provides view of changes in the profession, 8/25
"We are the peacemakers," 8/18

PUBLIC RELATIONS SOCIETY

OF AMERICA

Minn chapter bids to host 1991 World Congress, invites PRSA & CPRS, 8/11
 Names top award winners, 11/17
 Nat'l conference explores pr's role in a changing democratic society, 11/17
 Nat'l officers for 1987, 11/24
 PRSA brochure details winning film/video productions, 12/1
 PRSA pres. Tony Franco signs consent decree with SEC, 9/1
 Task force to study ethics code, 11/3

RESEARCH

"A VICTORY" -- cklist for community issue research, 7/21
 CEOs on corporate identity, 9/1
 Cato survey of annual reports, 9/15
 College students see pr as external, manipulative, 11/10
 The Emerging Role of Top Mgmt Communication, 8/25
 Employee comm's role as a problem solver is growing, survey shows, 8/11
 Employee ownership companies more profitable & productive, 10/27
 Entrepreneurs don't value pr firms; aren't good managers, 9/29
 Feasibility study for 3 pr info & retrieval services, 10/27
 Hiring a research firm? What to expect, 9/15
 Key attributes of winning org's, 10/13
 Newspaper survey shows international coverage higher than local news, 9/29
 Quality circle survey, 12/15
 Questioning quantitative bias helps qualitative fields like pr, 12/15
 Study by Free-speech Cmte shows support for 1st Amendment rights weakening, 7/21
 Study measures gender equality, 9/29
 Study of value system of new professionals, 9/22
 Study shows people stick to "tried & true" ways to get & use data, 10/13
 Use research to sell CEOs, 12/1
 Used to predict attitude change potential toward smoking, 12/1
 VNRs gaining in popularity, research shows, 7/21

SOCIAL ISSUES

ACLU advocates pr techniques instead of mandatory drug testing, 7/14
 Noel Brown of U.N. Environmental Program on world environmental concerns, 9/15
 Credibility & trust are not the same thing, 11/10
 Environmentalism re-emerges, 9/15
 Minnesota/Moscow Children's Space Bridge, 8/18
 Rankings of corp performance on issues, 8/18
 6% of workers suffer from substance abuse, 7/28
 Tip sheets on eldercare available, 8/18
 Women advancing toward gender equality, 9/29

SOCIAL RESPONSIBILITY

Organizations can sponsor booklet on aging to build relationships, 12/8
 Social responsibility makes friends, Chrysler finds, 10/27

SPECIAL EVENTS

Chrysler's hoopla introduces sales force to new line of cars, 9/1
 Minnesota/Moscow Children's Space Bridge, 8/18
 Vancouver hospital prepares for a visit from Princess Margaret, 8/18

SURVEY OF THE PROFESSION: PRR'S 22ND ANNUAL

Changes since last year in budgets & number of professionals, 10/20
 Comparison of 1986 & 1985 median salaries, 10/20
 Education is increasingly becoming route to top jobs, 10/20
 Gender & median salaries by age, 10/20
 Industry differences in employment of young practitioners, 10/20
 Industry rankings in employment of men & women, 10/20
 Median salaries by region, 10/20
 Median salaries by title, 10/20
 Median salaries by years in pr, 10/20
 Most important issues/problems by industry, 12/22
 Name of dep't, 10/20
 Occupation before entering pr, 10/20
 Part I: Salaries, 10/20
 PR budget totals, 10/20
 Salaries by educational level, 10/20
 Status of field holding steady, 10/20
 Title practitioners report to, 10/20
 Topics & issues impacting public relations, 12/22

TECHNOLOGY

CEOs not wild about teleconferencing, 9/22
 Feasibility study for 3 pr info & retrieval services, 10/27
 PR pros called laggards in technology use, 12/8
 Technology -- a 20th century "Trojan Horse," 9/29

TRADE/PROFESSIONAL ASSOCIATIONS

AFL-CIO tries to improve public's perception of unions, 11/24
 Annual survey respondents talk about issues they face, 12/22
 CPRS conference; 5-yr plan, 7/14
 CPRS 1986-87 ofcrs, 7/14
 IABC Foundation ofcrs, 8/25
 Issues Management Ass'n national conference, 9/15
 Task for prof'l societies: promote ethics codes inside field & out, 9/1
 WICI pub'n discusses how to make it as a free-lancer, 12/8
 World Future Society says full time futurists growing in number, 10/13

TRENDS

Cost-cutting trend in meetings, 9/22
 Issues management -- change as a way of life, 9/15
 New technologies' use in pr, 12/8
 Profile of new professionals values,

9/22

PR firms booming, 12/22
 Technology, internationalization, disinformation are universal pr concerns, 9/29
 10th anniversary as editor of prr provides view of changes in the profession, 8/25

UTILITIES

PG&E comms plan involves all employees for one clear voice, 11/3
 PR pros talk about issues they face, 12/22

WHO'S WHO IN PUBLIC RELATIONS

William Anderson receives CPRS' Shield of Public Service, 7/21
 Stephen Baer joins Manning, Selvage and Lee (LA), 9/15
 Edward L. Bernays' rule for success, 12/8
 Glen Groom wins 1986 Pathfinder Award, 12/8
 Harold Burson Distinguished Lecture established at Utica College of Syracuse U, 11/10
 CPRS 1986-87 ofcrs, 7/14
 Allen Center receives Arthur W. Page Society Hall of Fame Award, 9/29
 J. Marshall Doswell Jr. retires, 8/25
 David Ferguson receives Distinguished Service Award from Chi/PRSA, 9/15
 John Francis receives CPRS' Award of Attainment, 7/21
 Sally Heet Memorial Scholarship, 11/10
 IABC Foundation ofcrs, 8/25
 Pat Jackson receives Gold Anvil Award, 11/17
 Bernard Kalb receives communicator of the year award, 11/10
 Crosby Kelly dies, 9/1
 Paul Maccabee receives Clarion Award from WICI, 8/11
 C. Edmund Murray receives CPRS' Lamp of Service, 7/21
 NSPRA officers, 10/13
 Don Padilla receives Paul M. Lund Public Service Award, 11/17
 Arthur W. Page Society 1987 ofcrs, 11/3
 Public Affairs Council ofcrs, 9/22
 PRSA 1987 nat'l ofcrs, 11/24
 Virginia Carter Smith named sr vp of CASE, 9/29
 Parry Sorensen receives Outstanding Educator Award, 11/17
 David Speer named commissioner, Minn Dep't of Energy & Economic Development, 12/1
 Fernando Valverde receives Arturo Torres Braschi Award, 8/18
 WICI elects ofcrs, 10/27
 Women Execs In Public Relations ofcrs, 9/8
 Frank Wylie joins Cal State-Long Beach, 9/15

WOMEN
 New philanthropic movement is women funding women's causes, 8/11
 Number of women in pr increasing, 10/20
 Study measures gender equality, 9/29
 Women in advocacy work receive 5 of 6 Women of Distinction awards, 7/21