

INDEX

Jan.-June 1992

ADVERTISING

- Advertorials are common in magazines, 1/20
- More '92 marketing \$\$ going to pr than advertising, 2/3
- Advertorials work & are useful to readers, 2/10
- Should university pr curriculum be combined with advertising & direct marketing? 5/4
- New alliance formed for Asian Americans in pr & advertising, 5/4
- New approach by outdoor advertisers, 5/25

ADVOCACY/ACTIVISTS

- New type of activism beginning to mobilize powerless, 4/6
- Emotionalism more effective than sensible solutions on some issues, 4/13

ANNUAL REPORTS

- "Corporate Responsibility Year-End Report" shows firm's commitment, 1/27
- Annual Report produced by teens; part of "Focus on Children" campaign, 3/30
- Latest trend in annual reports: keeping a low profile, 4/6
- Annual reports ignoring issues, 4/27
- Company uses different approach in annual report; gives vision of its future, 5/4
- Book offers some insight into value of annual reports, 6/15

BEHAVIORAL SCIENCES

- Gov't funds study to find out if messages can motivate or modify drug use, 1/20
- Behavioral pr needs development to deal with issues, 5/4

- Diffusion Process tenet evident in over-use of polling, 5/4
- Identifying opinion leaders, 5/18
- Using cognitive dissonance in pr, 6/29

BOOKS/PUBLICATIONS

- Communications & Public Relations, 2/10
- Effective Public Relations, 2/10
- Fundamentals of Public Relations, 2/10
- Managing Public Relations, 2/10
- The Practice of Public Relations, 2/10
- Public Relations Campaign Strategies, 2/10
- Public Relations: Concepts & Practice, 2/1
- Public Relations in Action, 2/10
- Public Relations Management: A Case Book, 2/10
- Public Relations Strategies and Tactics, 2/10
- Public Relations Writing & Media Techniques, 2/10
- This Is PR, 2/10
- 33 Tips & Tactics for Generating Names, 2/17
- Understanding the Mature Market, 2/17
- Excellence in Public Relations & Communications Management, Vol 1, 2/24
- Sand County Almanac, 3/2
- Silent Spring, 3/2
- State of the World, 3/2
- Index of Social Health, 3/9
- Course Catalog for the Romance 242 Course at Queen Anne University, 3/23
- Ethics & the Nation's Voluntary & Philanthropic Community, 3/30
- The Book of High Tech Humor, 5/4
- Maxims for the Issues Manager, 5/4
- Who Will Tell the People, 5/11

- Danger in the Comfort Zone, 5/25
- Vendetta, 6/1
- Methodology for Ethical Relations, 6/15
- Investability: How America's Best Corporate Annual Reports Market Their Message to Wall Street, 6/15
- Talk Shows & Hosts on Radio, 6/22
- 20 Questions a Journalist Should Ask About Poll Results, 6/22

BUDGETS

- U.S. companies in Europe expected big jump in marketing budgets, 1/20
- More '92 marketing \$\$ going to pr than advertising, 2/3
- Navy comment illustrates change in era, 5/11

BUSINESS

- Studies show feedback, decisionmaking, rewards as problem areas for organizations, 1/13
- U.S. companies in Europe expect big jump in marketing budgets, 1/20
- Environment & education major driving issues in corporate coalition-building, finds survey, 2/17
- 1-on-1 relationships key to strategy '92, 3/2
- PR can play role in move against CEO compensation, 3/2
- Good writing skills necessary in world of top execs, 3/16
- Becoming part of the dominant coalition, 3/23
- Invite public in; way to handle community relations, 4/13
- Identifying business villains, 4/20

Getting to know "real" public is important, 4/20
 Humor is useful in business setting, 5/18
 Study shows areas where execs need educating about pr, 6/1
 Corporate reputation -- important asset for companies, 6/8
 RIT & USA Today award first annual Quality Cups, 6/15
 Gaining a competitive edge, 6/15
 Company is in business of collecting, organizing & storing others' histories, 6/29

CANADA

Canadian nuclear industry restructures pr efforts, 6/8
 Where do Canadians live? 6/8
 1-on-1 & group negotiation techniques help firm win IPRA award, 6/15

COMMUNICATIONS

Studies show feedback, decisionmaking & rewards problem areas for organizations, 1/13
 Examples of feedback/response systems, 1/13
 Time-wasting -- new problem in telephone systems, 1/13
 Printed transmittal cards/sheets/covers now the norm, 1/20
 Is newspaper readership declining or not? 2/10
 Advertorials work & are useful to readers, 2/10
 Telephone manners reported better in Japan, 2/10
 1-on-1 relationships key to strategy '92, 3/2
 Further evidence that voice mail hurts relationships, 3/2
 Break thru in clutter of intense overcommunication, 3/9
 "Quality" programs don't need label to be effective, 3/16
 Radio is inexpensive, personalized communication, 3/16
 Tips for improving automated phone systems, 3/30
 Study shows print useful, but underused to reach Hispanics, 4/13

How are local United Ways responding to national's problems? 5/18
 Company sponsors study to find opportunity areas for educating execs, 6/1
 Talk show hosts are most powerful of all media, 6/8
 Successful use of 1-on-1 & group negotiation instead of mass communications, 6/15
 New ideas for media strategy: differentiate between reporter media & access media, for starters, 6/22
 Company is in the business of collecting, organizing & storing other company's histories, 6/29

COMMUNITY RELATIONS

Corporate Responsibility Year-End Report shows firm's commitment, 1/27
 Deal with negative & opposition publics by involving them, 3/2
 Hotel uses local students' art work, combining marketing & pr benefits, 3/30
 "Walk Smart" campaign teaches children pedestrian safety, 3/30
 Annual Report produced by teens; part of "Focus on Children" campaign, 3/30
 Inviting public inside; way to handle community relations, 4/13
 How are local United Ways responding to national's problems? 5/18
 How police chief elect would have handled LA riots, 5/18
 Company program where employees work a full day for charity, 5/25
 Successful use of 1-on-1 & group negotiation instead of mass communications, 6/15

COMPUTERS

Computerized phone systems result in time wasting, 1/13

CONSUMER AFFAIRS/ CUSTOMER RELATIONS

Telephone manners reported as better in Japan, 2/10
 Further evidence that voice mail hurts relationships, 3/2
 Acceptable ways to say no, 3/23
 Subscription solicitation deception, 3/30
 Tips for improving automated phone systems, 3/30
 Guidelines for "bringing the customer in," 4/6
 Customer service at IRS, 4/27
 Publisher agrees deceptive solicitations unethical, 5/4
 RIT & USA Today award first annual Quality Cups, 6/15
 Peers are powerful, trustworthy opinion leaders, 6/22
 Role of pr practitioner extends beyond attorney, 6/22

CRISIS MANAGEMENT/ COMMUNICATION

How are local United Ways responding to national's problems? 5/18
 How police chief elect would have handled LA riots, 5/18
 Peers are powerful, trustworthy opinion leaders, 6/22

DEMOGRAPHICS

Half of Americans live in suburbs, 6/8

DIRECT MAIL

Break thru in clutter of intense overcommunication, 3/9
 How to make direct mail effective, 3/23

ECONOMICS

Does down economy push risk fears out of mind? 1/6
 Economy bigger issue in presidential primary than environment, 1/13
 Identifying business villains, 4/20
 Lawyers are expensive in more ways than one, 4/20

EDUCATION

- New philanthropic means for long-term benefits to profession, 1/20
- 5th Annual Awards competition announced, 3/16
- "Walk Smart" campaign teaches children pedestrian safety, 3/30
- Annual Report produced by teens; part of "Focus on Children" campaign, 3/30
- A word of advice for those thinking about moving into teaching, 4/20
- Should university pr curriculum be combined with advertising & direct marketing? 5/4
- New book offers hard-to-acquire wisdom for practitioners, 5/4
- RIT educates students in TQM, 6/15

EMPLOYEE RELATIONS

- Studies show feedback, decisionmaking, rewards as problem areas for organizations, 1/13
- Examples of feedback/response systems, 1/13
- "Corporate Responsibility Year-End Report" shows firm's commitment, 1/27
- Thank-yous for employees, 3/9
- "Quality" programs don't need label to be effective, 3/16
- Company paper recycling has multiple benefits, 3/23
- PR firm wins Silver Anvil for internal program, 4/27
- Humor is useful in business setting, 5/18
- How can pr affect problems of employee mistrust & slipping morale? 5/25
- Company program where employees work a full day for charity, 5/25
- New research shows two ways pr can help reduce employee burnout, 6/1
- Survey shows casual dress becoming more common in offices, 6/8
- RIT & USA Today award first annual Quality Cups, 6/15

- Company is in business of collecting, organizing & storing others' histories, 6/29
- WalMart's approach to employee motivation, 6/29

ENVIRONMENT

- Economy bigger issue in presidential primary than environment, 1/13
- Study spells out confusion over environmental motivation, 1/13
- Survey finds environment & education as major driving issues in corporate coalition-building, 2/17
- Study names 3 most important environmental books, 3/2
- Company paper recycling has multiple benefits, 3/23
- New type of activism beginning to mobilize powerless, 4/6
- NIMBY phenomenon, focus of public attitudes study, 5/25
- Environmental group trying to link with minorities, 6/8

ETHICS

- Subscription solicitation deception, 3/30
- Independent Sector publishes nonprofit ethics guide, 3/30
- Publisher agrees deceptive solicitations unethical, 5/4
- Bulldog responds to deceptive solicitation article, 5/18
- Potter Box defines 4 critical areas for ethical decision-making, 5/25
- Practitioners' opinions on taking on controversial clients, 6/1
- What is the answer to PR scandal question? Do all organizations have the right to counsel? 6/1
- Judgment is all that can determine what's right, 6/15

FILM/VIDEO

- VNR code of standards proposed, 4/13
- Perot gives platform, but not for presidential campaign, 6/29

**FINANCIAL/
INVESTOR RELATIONS**

- Investor relations trends mirror pr needs, 1/27
- PR can play role in move against CEO compensation, 3/2
- Company uses different approach in annual report; gives vision of its future, 5/4
- Book offers some insight into value of annual reports, 6/15

GENDER ISSUES

- Does donating money vary according to sex? 1/20
- WICI salary survey results, 4/27
- He/she qualifier, 5/18

GOVERNMENT

- Economy bigger issue in presidential primary than environment, 1/13
- Book reports on failure of U.S. political process, 5/11
- Voter dissatisfaction offset by voter re-empowerment, 5/11
- Getting to know "real" people is important, 4/20

GRAPHICS/PRINTING

- Printed transmittal cards/sheets/covers now the norm, 1/20
- Company uses different approach in annual report; gives vision of its future, 5/4

HEALTHCARE

- Index can guide social responsibility efforts, 3/9
- Research shows 2 ways pr can help reduce burnout, 6/1

HUMOR

- Hi-tech joke book to be published, 5/4
- Humor, useful in business, 5/18

INTERNATIONAL PR

- U.S. companies in Europe expect big jump in marketing budgets, 1/20

Successful use of 1-on-1 & group negotiation instead of mass communications, 6/15
 Firm receives IPRA Award for Excellence for LASMO program, 6/15
 China claims high number of pr practitioners, 6/29

ISSUE MANAGEMENT

Risk management a pr skill, or is all pr risk management? 1/6
 Issue anticipation & other techniques help apply risk management thinking, 1/6
 Does down economy push risk fears out of mind? 1/6
 Colloquium finds issues management re-energized in spite of economy, 1/27
 Panel defines issues management & techniques, 1/27
 Reader does not believe writing is key to inner circle, 3/30
 Emotionalism more effective than sensible solutions to some issues, 4/13
 Behavioral pr needs development to deal with issues, 5/4
 New book offers hard-to-acquire wisdom for practitioners, 5/4
 Peers are powerful, trustworthy opinion leaders, 6/22

JOURNALISM

Is newspaper readership declining or not? 2/10
 Advertorials work & are useful to readers, 2/10
 Print found useful but underused to reach Hispanics, 4/13
 He/she qualifier, 5/18
 NCPP publishes guideline to journalists, 6/22

LANGUAGE

How to explain facts from past without triggering current sensitivities? 1/20
 Good writing skills necessary in world of top execs, 3/16
 Alumnae/Alumni? -- one school's answer, 3/16
 He/she qualifier, 5/18

Using your own jargon to position firm, 6/29

LAW

Personal rights & First Amendment in danger, 1/20
 Certification/licensing proposed for researchers, 4/13
 Lawyers are expensive in more ways than one, 4/20
 Senate Bill 374 sent to study, 4/20
 Survey results show potential jurors skeptical about system, 5/25

MANAGEMENT

"Quality" programs don't need label to be effective, 3/16
 Acceptable ways to say no, 3/23
 Guidelines for "bringing the customer in," 4/6

MARKETING

U.S. companies in Europe expect big jump in marketing budgets, 1/20
 More '92 marketing \$\$ going to pr than advertising, 2/3
 New social welfare program in Volkswagen marketing, 2/3
 Marketing becoming more popular in nonprofit world, 2/10
 Tips for understanding the mature market, 2/17
 Creative & inexpensive marketing ideas, 3/23
 Hotel uses local students' art work, combining marketing & pr benefits, 3/30
 Comment illustrates change in era, 5/11

MEDIA: GENERAL

Ways to deal with media, 1/13
 Gov't funds study to find if messages can motivate or modify drug use, 1/20
 25 recommendations for spokespersons, 3/2
 Bad side of opinion polls, 4/20
 Talk show hosts are most powerful of all media, 6/8

New media strategy ideas, 6/22

MEDIA: PRINT

WalMart's approach to employee motivation, 6/29

NONPROFITS

Marketing increasingly popular in nonprofit world, 2/10
 Independent Sector publishes nonprofit ethics guide, 3/30
 Low cost supplies available for nonprofits, 3/30
 How are local United Ways responding to national's problems? 5/18

ORGANIZATION DEVELOPMENT

Thank-yous for employees, 3/9
 Guidelines for "bringing the customer in," 4/6
 Firm wins Silver Anvil for internal program, 4/27
 What's REALLY happening with the quality movement in organizations? 5/11
 How can pr affect problems of employee mistrust & slipping morale? 5/25
 Shopping: a different approach to team building, 5/25
 RIT & USA Today award first annual Quality Cups, 6/15
 Company in business of collecting, organizing & storing others' histories, 6/29

PERCEPTION MANAGEMENT

Does down economy push risk fears out of mind? 1/6
 Identifying opinion leaders, 5/18
 Peers are powerful, trustworthy opinion leaders, 6/22

PERSUASION

Magazine look for presidential campaign literature, 2/17
 Peers are powerful, trustworthy opinion leaders, 6/25

PHILANTHROPY

- New philanthropic means for long-term benefits to profession, 1/20
- Does donating money vary according to sex? 1/20
- Who are the anonymous donors to philanthropies? 3/30
- Company program where employees work full day for charity, 5/25

PRODUCTIVITY

- How can pr affect problems of employee mistrust & slipping morale? 5/25
- Shopping: a different approach to team building, 5/25
- Advice on gaining a competitive edge, 6/15

PUBLIC OPINION

- Bad side of opinion polls, 4/20
- Diffusion Process tenet evident in overuse of polling, 5/4
- Voter dissatisfaction offset by voter re-empowerment, 5/11
- Identifying opinion leaders, 5/18
- Studies show public has lost faith in organizations, 5/25
- Psychological & lifestyle research reveals 5 clusters in community, 6/8
- Peers are powerful, trustworthy opinion leaders, 6/22

**PUBLIC RELATIONS:
PROFESSION**

- Risk management a pr skill, or is all pr risk management? 1/6
- New philanthropic means for long-term benefits to profession, 1/20
- Colloquium finds issues management re-energized in spite of economy, 1/27
- Increased need for freelancers? Study will tell, 1/27
- Needs in investor relations mirror those of pr, 1/27
- New thoughts & techniques of researchers & the impact on pr, 2/3
- New call for "PR for PR," 2/3

- More calumny for H&K, 2/17
- H&K bashing provides opportunities for pr, 2/24
- PR can play role in move against CEO compensation, 3/2
- How effectively did profession respond to recent attacks? 3/2
- West coast firm redefines "traditional" pr, 3/2
- Bernays pushes licensing, 3/2
- "Quality" programs don't need label to be effective, 3/16
- Is pr becoming backroom influence peddling? 3/16
- Becoming part of the dominant coalition, 3/23
- Environmental scans: how to use them, 4/20
- A word of advice for those thinking about teaching, 4/20
- PR wisdom from politicians, 4/20
- Licensing bill sent to study, 4/20
- PR firm wins Silver Anvil for internal program, 4/27
- PR techniques also beneficial to research industry, 4/27
- Behavioral pr needs development to deal with issues, 5/4
- Should university pr curriculum be combined with advertising & direct marketing? 5/4
- Good news for pr idealists: interdependence is new trend, 5/4
- 9 ways pr contributes to the bottom line, 5/11
- What's REALLY happening in the quality movement in organizations? 5/11
- How can pr affect problems of employee mistrust & slipping morale? 5/25
- Practitioners' opinions on taking on controversial clients, 6/1
- Do all organizations have the right to counsel? 6/1
- Research shows two ways pr can help reduce job burnout, 6/1
- Study shows areas where execs need educating about pr, 6/1
- Canadian nuclear industry restructures pr efforts, 6/8
- Successful use of 1-on-1 & group negotiation instead of mass communications, 6/15

- Judgment is all that can determine what's right, 6/15
- Role of pr practitioner extends beyond attorney, 6/22
- PR for PR campaign, 6/22
- Using cognitive dissonance in pr, 6/29
- Use your own jargon to position firm, 6/29

RESEARCH

- Studies show problem areas for organizations, 1/13
- Gov't funds study to find out if messages can motivate or modify drug use, 1/20
- Does donating money vary according to sex? 1/20
- Increased need for freelancers? Study will tell, 1/27
- New thoughts & techniques of researchers & the impact on pr, 2/3
- Environment & education found as major issues in corporate coalition-building, 2/17
- Certification/licensing proposed for researchers, 4/13
- PR techniques also beneficial to research industry, 4/27
- Studies find public has lost faith in organizations, 5/25
- Research finds two ways pr can help reduce job burnout, 6/1
- Company sponsors study to find opportunity areas for educating execs, 6/1
- Canadian nuclear industry research reveals 5 clusters in community, 6/8
- Survey shows casual dress becoming more common in offices, 6/8

SOCIAL ISSUES

- Economy bigger issue in presidential primary than environment, 1/13
- Gov't funds study to find out if messages can motivate or modify drug use, 1/20
- Personal rights & First Amendment in danger, 1/20
- Personal values remain important despite recession, 2/3

Today's teens concerned with marriage, family & traditional values, 2/17
 Index can guide social responsibility efforts, 3/9
 Radio allows inexpensive, personalized PSAs for refugees, 3/16
 Book reports on failure of U.S. political process, 5/11
 Studies show public has lost faith in organizations, 5/25
 Psychological & lifestyle research reveals 5 clusters in community, 6/8

SOCIAL RESPONSIBILITY

New social welfare program in Volkswagen marketing, 2/3
 Index can guide social responsibility efforts, 3/9
 Company paper recycling has multiple benefits, 3/23
 Environmental group trying to link with minorities, 6/8

TECHNOLOGY

Further evidence that voice mail hurts relationships, 3/2
 Tips for improving automated phone systems, 3/30

TRADE/PROFESSIONAL ASSOCIATIONS

They are beneficial in corporate coalition-building, 2/17
 WICI salary survey results, 4/27
 New alliance for Asian Americans in pr & advertising, 5/4
 Nat'l Ass'n of Radio Talk Show Hosts -- hosts are most powerful of all media, 6/8
 Firm wins IPRA award for LASMO program, 6/15

TRENDS

Investor relations trends mirror pr needs, 1/27
 Personal values remain important despite recession, 2/3

Is newspaper readership declining or not? 2/10
 Today's teens concerned with marriage, family & traditional values, 2/17
 NH primary offers message of change, 2/24
 New type of activism beginning to mobilize powerless, 4/6
 Good news for pr idealists: interdependence is new trend, 5/4
 What's REALLY happening in the quality movement in organizations? 5/11
 Comment illustrates change in era, 5/11
 Survey shows casual dress becoming more common in offices, 6/8

UTILITIES

Canadian nuclear industry restructures pr efforts, 6/8
 1-on-1 & group negotiation techniques help utilities gain support for project, 6/15

pr reporter'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 from **pr reporter**.

Binders

...are available for only \$10.50. That's just cost plus postage. Keep a year's issues including our 3 supplements together as a handy reference.

Reprint Rates

1 issue	\$5.00
2-10 issues	\$4.00 each
11-25 issues	\$3.00 each