

INDEX

Jan.-June 1995

ADVERTISING

- Oversaturation of messages leads to consumer confusion, 4/10
- "Structural graphics" cuts thru over-comn clutter, 4/10
- Adman sees people seeking hope: "Tinkerbell prophecy," 6/5

ADVOCACY/ACTIVISTS

- Do protest movements make consensus difficult? 1/23
- PR critic stirs ethical battle about access -- Wis. Assembly Majority Leader is also pr account supervisor, 2/13
- Canadian company playing a role in positive social change, 5/8

ANNUAL REPORTS

- McDonald's AR designed as global business magazine, 4/17

BANKS

- Bank learns lessons after "teller fee mania" -- go direct to key stakeholders, avoid the media..., 6/5

BEHAVIORAL SCIENCES

- Bernays: pr is a behavioral science, 3/20
- How can comn affect patient behavior, 3/20
- Behavioral pr techniques complement print in Gay Men's Health Crisis flyer, 5/22

BOOKS/PUBLICATIONS

- Divided We Fall, 1/2, 1/23
- Managing on the Edge, 1/9
- Issue Mgmt Bibliography, 1/9

- Media Guide for Academics, 1/16
- Giving & Volunteering in the US, 1/23
- The Critical Issues Audit, 1/30
- 1995 Dalbar Ratings, 2/27
- American Behavioral Scientist, 3/20
- Communication World, 3/27
- Communicating Change:
 - Winning Employee Support for New Business Goals, 3/27
- Type & Layout: How Typography & Design Can Get Your Message Across -- Or Get In The Way, 4/3
- Rising Sun, 4/10
- The Strategist, 4/10
- Making a World of Difference, 5/1
- Guide to Multicultural Resources, 1995-1996, 5/1
- Media Bypass, 5/15
- A Pocket History of AIDS & Gay Men's Health Crisis, 5/22
- Going for Touchstone Gold, 5/22
- Full Disclosure 1994, 5/29

BUSINESS

- Re-engineering: doing different things, not just better, 1/2
- Does hi-tech awareness make mkt explosion imminent?, 1/23
- Sony's pr/advg/mktg mgr becomes new president, 4/3
- McDonald's AR designed as global business magazine, 4/17
- Research discovers cracks in the glass ceiling, 4/17
- \$-first, fighting it out in public means both sides lose, 6/5
- Out-of-the-box ideas for changing culture of biz world, 6/12
- More research on bottomline value of non-financial items -- hidden value index, 6/26

CANADA

- How Canadian organizations manage bilingualism, 2/20
- Study finds practitioners failing to change with the times, 4/17
- Canadian company targets violence against women, 5/8

CASE STUDIES

- Cascading mtgs get key info to employees face-to-face, 3/13
- Salvation Army's Christmas Kettle prgm, 3/13
- Indian reservation illustrates pr's role during potentially violent controversy, 4/24
- School learns lesson when election results differ from poll predictions, 5/15
- New case study resource for healthcare practitioners, 5/22
- Utility moves proactively toward competition, 5/29
- Oklahoma City utility reacts to nearby bombing, 6/5

COMMUNICATIONS

- Peter Drucker's advice: rethink info use, not messages, 1/30
- Junk fax ban upheld by appeals court, 2/20
- Rating shows what a difference phone service makes, 2/27
- Bernays' 3 rules for effective comn, 3/20
- How comn can affect patient behavior, 3/20
- Break thru the clutter with a "talking" document, 3/27
- Symbolic comn rules today, 3/27
- Response to overcommunication: unlisted phones, 4/3
- Effect of unlisted numbers on phone research samples, 4/10

"Structural graphics" cuts thru over-comn clutter, 4/10
 1-on-1 comn critical in an emotional situation, 6/5
 Go direct to key stakeholders, avoid the media, 6/5
 Technology doesn't replace face-to-face, 6/12
 CEO laments "inadequate comn" at takeover threat, 6/12
 Report: e-mail is foundation for electronic comn, 6/19
 Redo your rolodex to factor in changing area codes, 6/26

COMMUNITY RELATIONS

Re-engineer to deal with possible demise of democracy, 1/2
 Economic impact study adds to hospital comty benefit report, 1/9
 Conn. Governor: Down with voicemail, up with human voices, 2/27
 Award winners in Awards for Excellence in Corporate Community Service, 3/6
 Make civil communities a priority -- avoid more Oklahoma City tragedies, 5/1

COMPUTERS

Does hi-tech awareness make mkt explosion imminent? 1/23
 Artificial intelligence uncovers the "whys" in survey data, 2/6
 Media becoming "wired," 2/13
 Cyberspace clipping service, 2/20
 Online info retrieval service exclusively for pr, 3/6
 PR research software, 3/27
 Digital imaging, 4/10

CONSUMER AFFAIRS/ CUSTOMER RELATIONS

Spirit of self-reliance reshaping ideas, product marketplaces, 1/23

Securities industry finds customer confidence vital, 2/6
 If you must use voicemail, TARP tells how to do it best, 2/27
 Do consumers now judge company actions before buying? 3/13
 Oversaturation of messages leads to consumer confusion, 4/10
 Behaviors that make a difference between customer satisfaction & customer delight, 5/15
 Library promo has patrons "check out their savings," 5/15
 IRS' desire to be customer-driven is apparent, but..., 5/15

CRISIS MANAGEMENT/ COMMUNICATION

PR has crucial role in stopping workplace violence, 3/6
 Indian reservation illustrates pr's role during potentially violent controversy, 4/24
 NPR case illustrates power of an imminent, real cause, 4/24
 PR is target of letter-bomber; how to protect yourself, 5/1
 Crisis decisions have lasting impact, 6/5
 Bank learns lessons after "teller fee mania," 6/5

DEMOGRAPHICS

Generation "X" more upbeat than baby boomers? 1/9
 Beliefs & workplace issues show loss of American dream, 4/24
 Stereotype of middle class beliefs is accurate, 4/24
 As school-age & seniors proliferate, pr is impacted, 5/8

DIRECT MAIL

Break thru the clutter with a "talking" document, 3/27
 "Structural graphics" cuts thru over-comn clutter, 4/10

ECONOMICS

Economic impact study adds to hospital's comty benefit report, 1/9
 \$-first, fighting it out in public means both sides lose, 6/5
 Treating employees as assets is good for the bottomline, 6/12

EDUCATION

Washington state has major cuts planned for pr educ, 1/16
 Book helps educators work with journalists, 1/16
 New IABC ethics code relies on education, 2/13
 Joint Master's Degree in Health Communication established between Emerson College & Tufts Med School, 3/20
 Independent study comns mgmt Master's degree, 4/3
 \$1000 scholarship for students interested in gov't comns, 4/10

EMPLOYEE RELATIONS

Re-engineered role of comty & employee rels, 1/2
 A first: employees don't rank supvrs 1st info choice, 1/9
 Reshaped org'ns must re-engage employees, gain employee commitment, 2/6
 Technology essential to employee comns: study, 2/20
 Employees' right to speak their own language on the job, 2/20
 Employee newsletter gives readers what research shows they want, 2/20
 Cascading mtgs get key info to employees face-to-face, 3/13
 Execs & implementers disagree on effects of restructuring, 3/20
 Have we missed the mark on employee comns, 3/27

Research discovers cracks in the glass ceiling, 4/17
 Those who've been there tell how to keep your job, 5/8
 1-on-1 comn critical in an emotional situation, 6/5
 Treating employees as assets pays off, study finds, 6/12
 Study shows need to re-evaluate largest public -- women, 6/19
 Using technology for comns, 6/19
 Natural techniques to get important info to employees, 6/26

ETHICS

Ethical issues top pr profession's news again, 2/13
 PR critic stirs ethical battle about access, 2/13
 Bernays' ultimate ethical test of pr, 3/20
 Use of publicity reprints now legally risky, 5/22

FINANCIAL/ INVESTOR RELATIONS

McDonald's AR, designed as global business magazine, 4/17
 Social responsibility provides framework for evaluation, financial performance, 5/29

FUNDRAISING

Face-to-face works best in raising volunteers & dollars, 1/23
 Study sets volunteer/donor "whole personality" motivation, 4/3
 NPR case illustrates power of an imminent, real cause, 4/24

GENDER ISSUES

Research discovers cracks in the glass ceiling, 4/17
 Canadian company targets violence against women, 5/8
 Study shows need to re-evaluate largest public -- women, 6/19

GOVERNMENT

PR's emergence in federal gov't: titles tell all, 1/2
 Evidence from around the world that democracy is failing, 1/2
 Is pr a \$\$ target of new politics? Watch Washington state, 1/16
 Do protest movements make consensus difficult, divide us? 1/23
 Wis. Assembly Majority Leader is also pr acct supvr, 2/13
 Conn. Governor: Down with voicemail, up with human voices, 2/27
 \$1000 scholarship for students interested in gov't comns, 4/10
 Pres. candidate announces run in front of prr's offices, 4/17
 Indian reservation illustrates pr's role during potentially violent controversy, 4/24
 Is polling passe? French pres. election example, 5/15
 IRS' desire to be customer-driven is apparent, but..., 5/15

GRAPHICS/PRINTING

What we know about making reading easy, 4/3

HEALTHCARE

Survey finds health costs cut by managed care, 3/6
 How can comn affect patient behavior, 3/20
 Survival guide for healthcare practitioners, 3/27
 Subject, handling determine whether pub'ns still valuable -- healthcare brochure, 5/22
 New case study resource for healthcare practitioners, 5/22

HOSPITALS

Economic impact study adds to hospital's comty benefit report, 1/9

INTERNATIONAL PR

Reminder of pr's basic purpose, in communities worldwide, 4/24
 Body Shop Canada's campaign against violence toward women wins award, 5/8
 Australian pr firm seeks strategic relationships, 5/29

ISSUE MANAGEMENT

Updated issue mgmt bibliography available, 1/9
 Conflict, negative attacks, hype, bigness, slickness now fail in issues mgmt, 1/30
 So you're worried that everyone know & cares just because it's all over the media..., 3/13
 A magazine every issue anticipator should read, 5/15

JOURNALISM

Book helps educators & PhDs work with journalists, 1/16
 Court agrees journalists are not professionals, 2/20
 Is WSJ hiding behind the public's right to speculate with Reggie Lewis accusation? 3/20
 Journalist charts why media don't reach large audiences, 5/22
 Declining health of newspapers has implications for pr, 6/19
 Newspaper industry entering computer age, 6/19

LANGUAGE

IABC report asks should we strive to maintain a monolingual nation? 2/20
 How Canadian organizations manage bilingualism, 2/20
 If language is living, growing & can change, "actionable" needs a new meaning, 4/3

LAW

- St. Patrick's Day parade ruling raises diversity issues, 1/30
- Employees' right to speak their own language on the job, an issue in the courts, 2/20
- Junk fax ban upheld by appeals court, 2/20
- Court agrees journalists are not professionals, 2/20
- Tips for minimizing the negative impacts of litigation, 3/27
- Cost of lawsuits vs corporate directors & officers sets record, 4/10
- Use of publicity reprints now legally risky, 5/22
- Prison for lobbyist a sign of the times? 5/22

MANAGEMENT

- Re-engineering: doing different things, not just better, 1/2
- Peter Drucker: rethink info use, not messages, 1/30
- What pr can do to help stop workplace violence, 3/6
- Survey finds execs & implementers disagree on effects of restructuring, 3/20
- Managing up begins with a strategy to do it -- one practitioners' suggestion, 4/3
- Mgmt cnslts need educating about the value of pr & the people factor, 5/8
- Major mgmt overhaul at utility led to need to sell pr & its value, 5/29
- Social responsibility provides framework for evaluation, 5/29
- Case: Oklahoma City utility reacts to nearby bombing, 6/5
- Out-of-the-box ideas for changing culture of business world, 6/12

MARKETING

- Cause mktg -- Salvation Army's Christmas Kettle prgm, 3/13
- Break thru the clutter with a "talking" document, 3/27
- "Structural graphics" cuts thru over-comn clutter, 4/10

MEDIA: ELECTRONIC

- Are your video/audio tapes deteriorating from Sticky Tape Syndrome? 1/16
- How safe are tapes for archival use? 1/16

MEDIA: GENERAL

- Media becoming "wired," 2/13
- Digital imaging: is the photo they see the one you took? 4/10
- Journalist charts why media don't reach large audiences, 5/22
- Reason for going around the media & direct to publics, 6/5
- Studies on media status suggest reviewing media strategy, 6/26

MEDIA: PRINT

- Trivia sweepstakes based on info presented in publication, 2/20
- Declining health of newspapers has implications for pr, 6/19

**MULTICULTURALISM/
DIVERSITY**

- St. Patrick's Day parade ruling raises diversity issues, 1/30
- PR's basic purpose, in communities worldwide: Bring people together for participative decisionmaking, 4/24
- Diversity at work can create understanding of diversity in communities, 5/1
- New book is guide to multicultural resources, 5/1

NONPROFITS

- Public's levels of confidence in org'ns, 1/23
- Employee volunteer awards guide programming, 3/6
- Volunteer/donor "whole personality" motivation, 4/3
- YWCA & CWF benefit from Canadian company's campaign against violence toward women, 5/8

**ORGANIZATION
DEVELOPMENT**

- Re-engineer strategies to focus where org'n is failing, 1/2
- Pros & cons of benchmarking, 1/9
- 6 key value shifts that affect the reputation, integrity & future of org'ns, 1/30
- How can org'ns earn employee commitment? 2/6
- Case: utility moves proactively toward competition, 5/29

PERCEPTION MANAGEMENT

- Controlling perceptions: suggestions toward a formula, 2/27
- So you're worried that everyone know & cares because it's all over the media..., 3/13

PERSUASION

- "Whole personality" motivation linked to persuasion theory, 4/3

PHILANTHROPY

- PRSA chpt establishes campaign to help U of WA Schl of Comn survive, 1/16
- Face-to-face works in raising volunteers & dollars, 1/23
- "Doing good" can be good for you, 1/23
- Why support the arts: facts, figures & philosophy, 1/30

Salvation Army Christmas Kettle prgm -- cause mktg, 3/13
 Volunteer/donor "whole personality" motivation, 4/3
 NPR case illustrates power of an imminent, real cause, 4/24

PRODUCTIVITY

How can organizations earn employee commitment? 2/6
 Communicators believe technology increases productivity & efficiency, 2/20
 Survey finds execs & implementers disagree on effects of restructuring, 3/20

PRSA

Local chpt establishes fundraising campaign to help U of WA Schl of Comn survive, 1/16
 Employee communication section established, 4/3
 Quarterly opinion magazine debuts, 4/10
 Home Page launched on World Wide Web, 6/12

PUBLIC OPINION

Study finds spirit of self-reliance reshaping idea, product marketplaces, 1/23
 Do protest movements make consensus difficult, divide us? 1/23
 Controlling perceptions: suggestions toward a formula, 2/27
 You're worried that everyone knows & cares because it's all over the media..., 3/13
 Is WSJ hiding behind the public's right to speculate with Reggie Lewis accusation? 3/20
 Survey finds beliefs & workplace issues show loss of American dream, 4/24
 Stereotype of middle class beliefs is accurate, 4/24

OJ trial is measure of "ignorant & apathetic" public, 6/26

PUBLIC RELATIONS: PROFESSION

Re-engineering pr taking on large new dimensions, 1/2
 Benchmarking pr: valuable tool or misleading panacea? 1/9
 Is pr a \$\$ target of new politics? Watch Washington state, 1/16
 Ethical issues top profession's news again, 2/13
 Role in stopping workplace violence, 3/6
 Online info retrieval service for pr, 3/6
 Edward L. Bernays obituary, 3/13
 Lawyers see relationship with pr vital for org'l well-being, 3/27
 "Actionable" needs new meaning for pr, 4/3
 Reader urges more interdisciplinary work, 4/3
 Study finds practitioners failing to change with the times; offers suggestions, 4/17
 Practitioner experiences lack of global thinking, 4/17
 PR's basic purpose, in communities worldwide: bringing people together for participative decisionmaking, 4/24
 PR is target of letter-bomber; how to protect yourself, 5/1
 PR can help change environment that led to Oklahoma City tragedy, 5/1
 Sr level practitioners tell how to keep your job, 5/8
 As school-age & seniors proliferate, pr is impacted, 5/8
 How fallout of media coverage effects pr practitioners, 5/22
 Utility's downsizing of pr means outsourcing to firms, 5/29
 Declining health of newspapers has implications for pr, 6/19
 Interactive pr contest on internet lures practitioners, 6/19

PUBLICITY/PROMOTIONS

Use of publicity reprints now legally risky, 5/22

RESEARCH

Benchmarking pr: valuable tool or misleading panacea? 1/9
 Artificial intelligence uncovers the "whys" in survey data, 2/6
 Bernays: always begin with research, 3/20
 PR research software, 3/27
 Effect of unlisted numbers on phone research samples, 4/10
 School learns lessons when election result differ from poll predictions, 5/15
 What changes in area codes can mean for researchers, 6/26

SOCIAL ISSUES

Political analyst posits possible demise of democracy, 1/2
 Do protest movements make consensus difficult? 1/23
 Indian reservation illustrates pr's role during potentially violent controversy, 4/24
 Beliefs & workplace issues show loss of American dream, 4/24
 Unabomber hits again -- precautions against letter bombs, 5/1
 Gay Men's Health Crisis flyer, 5/22
 Adman sees people seeking hope, 6/5

SOCIAL RESPONSIBILITY

NPR case illustrates power of an imminent, real cause, 4/24
 PR value of playing a role in positive social change -- Canadian company targets violence against women, 5/8
 Social responsibility provides framework for evaluation, 5/29

TECHNOLOGY

Avoid the romance of hi-tech in re-engineering pr, 1/2
 Using e-mail to reach employees quickly, 1/9
 Does hi-tech awareness make mkt explosion imminent? 1/23
 Video calls soon easy to do, 1/23
 Peter Drucker: rethink info use, not messages, 1/30
 Artificial intelligence uncovers the "whys" in survey data, 2/6
 Media becoming "wired," 2/13
 In employee comms: study, 2/20
 Study offers predictions for electronic vs. print in internal comms in the next 3 yrs, 2/20
 Cyberspace clipping service, 2/20
 Junk fax ban upheld by appeals court, 2/20
 Governor: Down with voicemail, up with human voices, 2/27
 If you must use voicemail, TARP tells how to do it best -- research findings, 2/27
 Online pr info retrieval service, 3/6
 Break thru the clutter with a "talking" document, 3/27

Digital imaging, 4/10
 It's here to stay, but doesn't replace face-to-face, 6/12
 How many work the internet? 6/12
 E-mail is foundation for electronic comn; it's benefits, 6/19
 Newspaper industry entering computer age, 6/19
 Interactive pr contest on internet lures practitioners, 6/19
 Redo your rolodex to factor in changing area codes, 6/26

TRADE/PROFESSIONAL ASSOCIATIONS

New generation of CEOs in latest IABC Excellence Study, 1/2
 Securities Industry Assn's 4-pronged prgm to build public confidence, 2/6
 IABC ethics code relies on education vs. enforcement, 2/13
 IABC report asks "Should we strive to maintain a monolingual nation?" 2/20
 \$1000 scholarship for students interested in gov't comms, 4/10

TRENDS

Is pr a \$\$ target of new politics? Watch Washington state, 1/16
 Spirit of self-reliance reshaping idea, product marketplaces, 1/23
 6 key value shifts that affect the reputation, integrity & future of org'ns, 1/30
 PR has crucial role in stopping workplace violence, 3/6
 Response to over-comn: unlisted phones, 4/3
 Beliefs & workplace issues show loss of American dream, 4/24
 Numerous sr-level pr practitioners let go or leaving, 5/8
 Semantics retains its power example is "identity apparel," 5/29
 Adman sees people seeking hope: "Tinkerbelle prophecy," 6/5

UTILITIES

Utility moves proactively toward competition, 5/29
 Oklahoma City utility reacts to nearby bombing, 6/5

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.

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.

Supplement Reprint Rates

1-10 issues	\$2.00 each
over 10	\$1.00 each