

## INDEX

January-June 2002

### ADVERTISING

- Companies can be sued for false adv'g over pr statements, 5/27
- Ads fail in drug war, 6/3
- Com'n theory explains ad campaign failure, 6/17

### ADVOCACY/ACTIVISTS

- CSPI's campaign against Coke's use of Harry Potter, 1/28
- Response to activists requires effective strategies, 2/4
- McDonald's uses book to improve its reputation, 6/17

### BANKS

- World Bank's response to activists, 2/4
- Consumers confused about their "opt-out" right, 5/20

### BEHAVIORAL SCIENCES

- 6 questions lead to health com'ns that seek behavior, 1/28
- Triggering a behavior means knowing competing interests; church ad illustrates, 2/4
- Triggering events need to be regular & often, 3/11
- Document pr's value by measuring outcomes, 4/29
- Behavioral change happens one step at a time, Jane Addams as example, 4/29
- Positive Deviancy Model achieves behavior change, 5/20
- In fighting the drug war, keep kids' behavior focused on positive actions, 6/3
- Consider betrayal and jealousy when wooing customers, 6/10
- E-mail often confuses action with act, 6/10

- Get participants to design their own behavioral prgms, 6/24
- First impressions build lasting perceptions, 6/24
- Public awareness campaign about airbags and children, 6/24

### BOOKS/PUBLICATIONS

- Using Stories to Spark Organizational Change, 1/14
- National directory of country's best grad programs in pr, 1/21
- A View From the Cubicle: Ten Tips to Help You Tackle Your First Job, 2/4
- Corporate PAC Handbook, 2/11
- Best practices guide for consultancies deals with emergencies, 2/18
- The Magic Communication Machine: Examining the Internet's Impact on PR, Journalism & the Public, 2/25
- Offices That Work: Balancing Communication, Flexibility and Cost, 3/4
- Public Affairs Strategies in the Internet Age, 3/18
- Where Shall I Go To Study Advertising and PR? 3/25
- Best Practices In Com'n Planning & Implementation, 4/1
- Business and Community Development, 4/8
- 2002 O'Dwyer's Directory of Corp Communications, 4/15
- The Mind of the C.E.O., 4/22
- Jane Addams and the Dream of American Democracy, 4/29
- Disposable People: New Slavery & the Global Economy, 5/27
- Corporate PR Campaigns Lose Speech Protection, 5/27
- Samir Husni's Guide to New Consumer Magazines, 6/10

### BUSINESS

- Applying democratic principles to corporate governance, 1/7
- Employee communications at GM is farmed out, 1/7
- Strategic planning & com'n are essential for successful mergers & acquisitions, 1/14
- A third of a company's value is attributable to nonfinancial info, 1/21
- Most trusted companies based on customer svc, fin'l reputation before advertised image, 2/11
- Campaign finance bill likely to pass, but don't overlook the "however's," 2/25
- Olympic Games remain attractive to corporate sponsors, 3/4
- Measuring the business value of stakeholder relships, 3/25
- Enron scandal, 4/1
- CEOGO.com, 4/1
- Business & community development strategy framework, 4/8
- Americans' perspective transcends national interests, 4/22
- Corporate-NPO partnerships, 5/6
- Ethics industry must teach ethics over compliance, 6/3
- Feminization of pr brings desired "intuitive" approach, 6/10
- Corporate pr needs competitive intelligence; practitioners need to be seen as counselors not communicators, 6/10
- Trust is eroding; examine your orgn's corporate soul, 6/17

### CASE STUDIES

- Long-term goals reachable when stakeholders included, 3/18
- Handling sensitive subjects with stakeholders, 4/15
- Cable company rate hike, 4/29

Hospital rejuvenates stakeholder relationships, creates easy access to top mgmt, 5/13  
 Responsible reaction to damaging situation gains kudos for chocolate industry, 5/27  
 University's extreme openness with press deflects negative attention during crisis, 6/24

**COMMUNICATIONS**

Strategic planning & com'n are essential for M&As, 1/14  
 Storytelling enhances leadership, supports org'nal change, 1/14  
 Health info is incomplete, confusing, 1/14  
 Company value is attributable to nonfinancial info, 1/21  
 Company websites are info source of choice, 1/28  
 6 questions lead to consumer-based health communications that seek action, 1/28  
 Response to activists requires effective strategies; World Bank's strategy, 2/4  
 Tool to fight urban legends (rumors & myths), 2/4  
 Trust boosters and busters, 2/11  
 Getting credit for socially responsible actions, 2/11  
 Transparent communications & trust are essential to weather a fear-filled environment, 2/11  
 Involvement (picking new M&M color) builds brands, 2/18  
 Internet is believable info source, 2/25  
 Plain English Campaign, 3/4  
 Improve the readability of your written com'ns, 3/4  
 Preparing for parent company filing, 3/4  
 Open office landscaping improves com'ns, 3/4  
 Communicator/motivator most important CEO quality, 3/11  
 NYC still mourns – tailor messages accordingly, 3/11

Long-term goals reachable when stakeholders included, 3/18  
 Spanish influence growing, 3/18  
 Location meetings win out over virtual meetings, 3/25  
 Picture bleak for science journalism, but Internet helps, 3/25  
 Building trust, public participation keys for all com'n, 3/25  
 Measuring business value of stakeholder relships, 3/25  
 Trust determines perception in science com'n, 3/25  
 Don't write your congressman, use phone or fax, 4/1  
 Amazon's pr thought process model, 4/1  
 Problems within the Catholic Church, 4/8  
 Hand-addressed envelopes bring better behavioral results, 5/13  
 Language survey reveals popular usage of terms, 5/20  
 Financial institutions confuse consumers, 5/20  
 Info mapping, 6/3  
 E-mail often confuses action with act, 6/10  
 Communication theory explains ad campaign failure, 6/17  
 How org's respond to job hunters can build good or bad pr, 6/17  
 First impressions build lasting perceptions, 6/24  
 Unreleased emotions hold a work team or company back, 6/24

**COMMUNITY RELATIONS**

Study of international corporate community involvement, 3/18  
 Business & community development strategy framework, 4/8  
 Companies acknowledge importance, back commitment with dollars, 6/3

**COMPUTERS**

Internet ethics code, 1/14  
 New "reporting tongue" for NPOs known as XBRL, 1/28

Company websites are info source of choice, 1/28  
 Online elite influence 12-14 people each, 1/28  
 Tool fights urban legends (rumors & myths), 2/4  
 Integrate website into daily organizational activity, 2/18  
 Internet is believable source of info; builds relships, 2/25  
 Plain English Campaign's website gives com'n tips, 3/4  
 Organizations use the Internet to build relationships, 3/18  
 PR education info is on the Internet, 3/25  
 PR salary check-up available online, 3/25  
 Location meetings win out over virtual meetings, 3/25  
 CEOGO.com, 4/1  
 Virtual firm wins award, 4/1  
 Amazon's pr thought process model, 4/1  
 How well do websites communicate to Europeans? 4/15  
 Web is most popular medium with execs, 4/15  
 Most off-putting e-commerce errors, 4/15  
 List of websites that focus on words, 4/22  
 Online desktop refresher course for managers, 4/22  
 Spam fosters contention between journalists & pr pros, 5/13  
 Internet-based research is helpful tool & affordable, 5/20  
 Language survey reveals popular usage of terms, 5/20  
 E-mail often confuses action with act, 6/10  
 Shareholder meetings moving into the electronic age, 6/24

**CONSUMER AFFAIRS/  
 CUSTOMER RELATIONS**

Rebuilding consumer confidence – a pr opportunity, 1/7  
 Balancing privacy & security, – hot issue of 2002, 1/21

Never say "no" to your customers, find other words, 2/4  
 Triggering your target audience's behavior means understanding competing interests, 2/4  
 Trust boosters & busters, 2/11  
 Most trusted companies based on customer service, financial reputation, 2/11  
 Involvement (picking new M&M color) builds brands, 2/18  
 Amazon's pr thought process model, 4/1  
 K-Mart to focus on minority publics, 4/15  
 Handling sensitive subjects with stakeholders, 4/15  
 Out-of-the-box marketing thinking by PSNH, 4/22  
 Education sweetens public opinion when introducing rate hike, 4/29  
 Hospital rejuvenates stakeholder relationships, 5/13  
 Financial institutions confuse consumers about their "opt-out" right, 5/20  
 FMPA applies trust research to define members' trust, 5/27  
 First university to win Baldrige Award, 5/27  
 Satellite radio in pursuit of customers, 6/3  
 Consider betrayal and jealousy when wooing customers, 6/10

**CRISIS MANAGEMENT/ COMMUNICATION**

Transparent com'ns & trust are essential to weather a fear-filled environment, 2/11  
 Best practices guide outlines protocols for dealing with emergencies, 2/18  
 Preparing for parent company filing, 3/4  
 Catholic Church crisis, 4/8  
 Chocolate industry's reaction to damaging situation, 5/27  
 McDonald's (France) uses book to improve its reputation, 6/17

Tips for helping employees process emotions as 9/11/02 approaches, 6/24  
 Phony news releases can stir a crisis, 6/24  
 University's extreme openness with press deflects negative attention during crisis, 6/24  
 Keeping track of personnel involved in a crisis, 6/24

**DEMOGRAPHICS**

Online elite influence 12-14 people each, 1/28  
 Top cities for Gen-Xers & the jobs they're looking for, 2/4  
 Spanish influence growing, 3/18  
 K-Mart to focus on minority publics, 4/15  
 Hispanic voting public growing, 4/15  
 Don't look for the face of black America because there isn't one; look for segments within the public, 4/22  
 We are on the brink of the longevity revolution, 4/22  
 Online poll is projectable to US adult population, 6/3

**DIRECT MAIL**

Will a hand-addressed envelope entice you to open it? 3/18  
 Black envelope gets attention in sea of white, 4/29  
 Hand-addressed envelopes bring better behavioral results, 5/13

**ECONOMICS**

Transformation to a lively economy is beginning, 2/25  
 China will be the most significant economic force, 4/15

**EDUCATION**

Long-term goals reachable when stakeholders included, 3/18  
 Harvard Business Schl launches global initiative, 3/25

Handles subject of weight with stakeholders, 4/15  
 Financial literacy of high schoolers needs attention, 5/6  
 Two schools receive Baldrige Award, cutting-edge pr, 5/13  
 First university to win Baldrige Award, 5/27

**EMPLOYEE RELATIONS**

Employee communications at GM is farmed out, 1/7  
 Research defines corp culture; its affect on mergers, 1/14  
 Importance of One Clear Voice in investor relations, 1/21  
 Engaged employees deliver better customer care, 2/4  
 Wise employers build positive relshps with employees, 2/25  
 Preparing employees for parent company filing, 3/4  
 Open office landscaping improves com'ns, 3/4  
 Virtual firm wins award, 4/1  
 Tenure & productivity affected by immediate supvr, 4/8  
 Hire for attitude, train for skill, 4/15  
 Hospital creates easy access to top mgmt, 5/13  
 Orgn's future depends on how employees are treated, 5/20  
 Flexible work options are recruitment & retention strategy, 6/3  
 Examine your organization's corporate soul, 6/17  
 Unreleased emotions hold back a work team or company, 6/24  
 Tips for helping employees process emotions as 9/11/02 approaches, 6/24  
 Keeping track of personnel involved in a crisis, 6/24

**ETHICS**

PR organizations endorse Internet ethics code, 1/14  
 PR as the conscience of the organization, 2/11

Scandals of 1999 Olympic Games have faded, 3/4  
Enron scandal, 4/1  
Center for Values Based Leadership, 4/15  
Unethical practices between pr execs & media probed, 5/6  
Ten Commandments for Keeping Your Company Out of Trouble with the SEC, 5/6  
Ethics industry has blood on its hands; must teach ethics over compliance, 6/3

## FINANCIAL/INVESTOR RELATIONS

A third of a company's value is attributable to nonfinancial info, 1/21  
Importance of One Clear Voice for optimal strategy, 1/21  
Brand building methodology in investor rels strategy, 1/21  
Trusted companies based on financial reputation, 2/11  
Investor faith in financial info damaged by Enron, 3/11  
Financial literacy of high schoolers needed, 5/6  
Ten Commandments for Keeping Your Company Out of Trouble with the SEC, 5/6  
Financial institutions confuse consumers about their "opt-out" right, 5/20  
Shareholder meetings moving into the electronic age, 6/24

## FORECASTING

Applying democratic principles to corporate governance will gather momentum, 1/7  
Wise employers will build positive relationships with their employees, 2/25  
Hot issues of 2002, 4/1  
Hispanic voting public growing, 4/15  
China to be the most significant economic force, 4/15

We are on the brink of the longevity revolution, 4/22

## GOVERNMENT

Rethinking its propaganda war in Muslim countries, 1/7  
Replace "old media" model; new epic of public info, 1/7  
Credibility is rising, 1/7  
Campaign finance bill likely to pass, but don't overlook the "howevers," 2/25  
Don't write your congressman, use phone or fax, 4/1

## HEALTHCARE

Health info is incomplete, confusing, 1/14  
Social marketing is rooted in 10 basic truths, 1/21  
Consumer-based health com'ns seek action not awareness, 1/28

## HOSPITALS

Quality care & bottom-line success achieved by engaging employees, 2/4  
Hospital rejuvenates stakeholder relationships, creates easy access to top mgmt, 5/13

## INTERNATIONAL PR

Belief that Western culture ought to be the world culture, 1/7  
Coming pr boom in China; insights on doing pr there, 2/18  
Study of international corporate community involvement, 3/18  
Harvard Business Schl launches global initiative, 3/25  
How well do websites communicate to Europeans? 4/15  
China will be the most significant economic force, 4/15  
Americans' perspective transcends national interests, 4/22  
Pitfalls of doing business in China, 4/29

International committee probes unethical practices between pr execs and media, 5/6  
How to improve global marketing research, 5/20

## ISSUE MANAGEMENT

Identifying emerging issues & trends; key issues, 1/7  
Balance privacy & security, 1/21  
Campaign finance bill, 2/25  
Co-orientation model can identify issues, guide strategy, 2/25  
Preparing for parent company filing, 3/4  
Hot issues of 2002 - what was, anticipate what might be, 4/1

## LANGUAGE

Never say "no" to customers, find other words, 2/4  
Plain English Campaign gives tips on message design, layout & clear language, 3/4  
List of websites that focus on words, 4/22  
Language survey reveals popular usage of terms, 5/20  
Info mapping seen in Atlanta Journal story, 6/3

## LEADERSHIP

Storytelling enhances, 1/14  
Communicator/motivator most important CEO quality, 3/11  
Catholic Church underscores role of leadership in crisis, 4/8  
Center for Values Based Leadership, 4/15

## MANAGEMENT

Shape of the table matters in meetings, 4/1  
Online desktop refresher course for managers, 4/22  
CEOs are the key to success but are unsure of how, 4/22  
Baldrige Award to two schools, 5/13  
Univ wins Baldrige Award, 5/27

**MARKETING**

- Social marketing is rooted in 10 basic truths, 1/21
- CSPI's campaign against Coke's use of Harry Potter, 1/28
- Involvement (picking new M&M color) builds brands, 2/18
- Olympic Games remain attractive to corporate sponsors, 3/4
- K-Mart to focus on minority publics, 4/15
- Out-of-the-box marketing thinking by PSNH, 4/22
- Hand-addressed envelopes bring better behavioral results, 5/13
- How to improve global marketing research, 5/20
- Satellite radio uses promotional tie-ins, 6/3

**MEDIA: GENERAL**

- Public image of press improves for first time in 15 years, 1/7
- Cable is top source of news; newspaper readership up, 1/7
- Replace "old media" model; new epic of public info, 1/7
- "News Talkers" are a fast, low-cost approach to audio & video news releases, 2/4
- Internet vies with newspapers & tv as believable source of info; builds relships, 2/25
- How radio & tv use PSAs, 4/8
- Network time allocated to PSAs shrinks, 4/29
- Unethical practices between pr execs & media probed, 5/6
- Spam fosters contention between journalists & pr pros, 5/13
- Effectiveness of info mapping seen in Atlanta Journal, 6/3
- Satellite radio uses promotional tie-ins, 6/3
- Samir Husni's Guide to New Consumer Magazines, 6/10
- University uses extreme openness with media, 6/24

**MULTICULTURALISM/  
DIVERSITY**

- Belief that Western culture ought to be the world culture is a conceit, 1/7
- There is no face of black America; look for segments within the public, 4/22
- North American and European definitions of diversity not always the same, 5/6
- Diverse groups are penetrating the glass ceiling, but not for the top job, 5/6
- African American pr practitioners are unhappy with diversity training, lack of mentors, 5/6

**NONPROFITS**

- A new "reporting tongue" for nonprofits - XBRL, 1/28
- Corporate-nonprofit partnerships, 5/6

**ORGANIZATION  
DEVELOPMENT**

- Storytelling supports organizational change, 1/14
- Strategic planning, communication, similar cultures are critical to M&A success, 1/14
- Open office landscaping improves com'ns, 3/4
- Examine your organization for signs trust is eroding, 6/17

**PERCEPTION  
MANAGEMENT**

- Co-orientation model can identify issues, guide strategy, 2/25
- Preparing for parent company filing, 3/4
- Trust determines perception in science communication, 3/25
- McDonald's uses book to improve its reputation in France, but will facts overcome perceptions? 6/17

**PERSUASION**

- In fighting the drug war, keep kids' behavior focused on positive actions, 6/3
- Success of public awareness campaign about airbags and children, 6/24

**PUBLIC AFFAIRS**

- Credibility of government in the US is rising, 1/7
- Corporate PAC Handbook, 2/11
- Public Affairs Strategies in the Internet Age, 3/18
- Richard Armstrong recognized, 6/17

**PUBLIC RELATIONS:  
PROFESSION**

- Rebuilding consumer confidence is a pr opportunity, 1/7
- Are pr pros knowledge workers? Need for specializations, 1/7
- Employee communications at GM is farmed out, 1/7
- PR org's endorse Internet ethics code, 1/14
- Directory of country's best grad programs in pr, 1/21
- Difference between mgmt consultants & pr consultants, 2/4
- A View From the Cubicle: Ten Tips to Help You Tackle Your First Job, 2/4
- PR as the conscience of the organization, 2/11
- Doing pr in China, 2/18
- Internet offers possibility for great change in pr, 2/25
- PR salary check-up available online, 3/25
- PR education info is on the Internet, 3/25
- Tough environment creates opportunity for pr, 3/25
- PR added to School of Journalism's name, 4/29
- Measure pr's value to the org'n through outcomes, not outputs, 4/29

African American pr pros are unhappy with diversity training, lack of mentors, 5/6  
 Companies can be sued for false adv'g over policy statements made in pr campaigns, 5/27  
 Feminization of pr brings "intuitive" approach, 6/10  
 Corporate pr needs competitive intelligence; practitioners need to be seen as counselors, not communicators, 6/10

## RESEARCH

Strategic planning & communication essential for successful mergers & acquisitions, 1/14  
 Health info is incomplete, confusing, 1/14  
 Research defines corporate culture; role in mergers, 1/14  
 Survey of privacy officers, 1/21  
 Company websites are info source of choice, tv and direct mail lose clout, 1/28  
 Quality care & bottom-line success achieved by engaging employees, 2/4  
 Top cities for Gen-Xers & jobs they're looking for, 2/4  
 Reputation Quotient Gold study, 2/11  
 PR boom in China; how pr practices differ, 2/18  
 Importance of knowing stakeholders' actual perceptions; co-orientation model, 2/25  
 Open office landscaping improves communications, 3/4  
 Investor faith in financial info damaged by Enron, 3/11  
 Gallup Poll controls disclosure of Islamic world survey; protocol change questioned, 3/11  
 NYC still mourns - tailor messages accordingly, 3/11  
 Study of international corporate community involvement, 3/18  
 Measuring the business value of stakeholder relships, 3/25  
 Enron scandal, 4/1

Study offers framework for putting a business and community development strategy into practice, 4/8  
 Employees' tenure & productivity related to relationship with immediate supvr, 4/8  
 How radio & tv use PSAs, 4/8  
 Hispanic voting public growing, 4/15  
 Web is most popular medium with execs, 4/15  
 Americans' perspective is global, 4/22  
 CEOs are key to success but are unsure of how, 4/22  
 Qualitative research methods, 4/29  
 Document pr value to the organization by measuring outcomes, not outputs, 4/29  
 Diverse groups are penetrating the glass ceiling, but not for the top job, 5/6  
 Financial literacy of high schoolers needs attention, 5/6  
 African American pr pros are unhappy with diversity training, lack of mentors, 5/6  
 Childhood obesity is becoming a global trend, 5/6  
 Hand-addressed envelopes bring better behavioral results, 5/13  
 Language survey reveals popular usage of terms, 5/20  
 Internet-based research is helpful tool & affordable, 5/20  
 How to improve global marketing research, 5/20  
 FMPA applies trust research to define members' trust, 5/27  
 Online poll projectable to entire US adult population, 6/3  
 Research on corporate intelligence, 6/10  
 Trust is eroding, 6/17

## SOCIAL ISSUES

Key issues, 1/7  
 Western culture ought to be world culture - a conceit, 1/7

Long-term behavior change predicted as fallout from 9-11 hasn't happened; triggering events need to be regular & often, 3/11  
 Handling sensitive subjects with stakeholders, 4/15  
 Childhood obesity is becoming a global trend, 5/6  
 Positive Deviancy Model, 5/20  
 Chocolate industry's responsible reaction to damaging situation, 5/27  
 In fighting the drug war, focus on positive actions, 6/3  
 Campaign about airbags and children, 6/24

## SOCIAL RESPONSIBILITY

Trust boosters and busters, 2/11  
 Get credit for socially responsible actions, 2/11  
 Firms celebrate 20th anniversary by donating pr services, 2/25 & 6/10

## TRENDS

Attention given to identifying emerging trends, 1/7  
 Cable is top source of news; newspaper readership up, 1/7  
 Employee communications at GM is farmed out, 1/7  
 Two trends in journalism, 1/7  
 Are pr people knowledge workers? Need for specializations within firms, niche firms, 1/7  
 Balance privacy & security, 1/21  
 Transformation to a lively economy is beginning, 2/25  
 List of hot issues of 2002, 4/1  
 On the brink of the longevity revolution, 4/22  
 Diverse groups are penetrating the glass ceiling, but not for the top job, 5/6  
 Childhood obesity, 5/6  
 Shareholder meetings moving into the electronic age, 6/24