



http://www.keystone.edu/Miller_Library

This subject guide will help you access some general Public Relations information available in the Miller Library and via the Internet. This guide will lead you to Reference materials, books, journals, magazines, newspapers, associations, internet resources & government documents available through the Library's holdings, services and databases. It will also direct you to on-line locations of full-text journals. As always, carefully evaluate all sources before you choose to integrate them into your papers, assignments and presentations.

Available Books

Reference Texts

The Unseen Power: Public Relations. A History. (1994)--REF 659.2 C989u. Cutlip, Scott M.

Handbook of Public Relations. (2004)--REF 659.2 H438. Heath, Robert L. editor; Vasquez, Gabriel, contributing editor

Adult Non-fiction.

Taking sides: Clashing views on controversial issues in mass media and society (2001)--Adult Non-fiction 302.23 T136

The death of a thousand cuts: corporate campaigns and the attack on the corporation. (2001)--Adult Non-fiction 659.2 M277d
Manheim, Jarol B.

The father of spin. Edward L. Bernays & the birth of public relations. (2002)--Adult Non-fiction 659.2 T979f Tye, Larry.

No such thing as over-exposure: inside the life and celebrity of Donald Trump. (2005)-- Adult Non-fiction 333.33 S631n Slater, Robert.

Public communication campaigns (2001)--Adult Non-fiction 659 P976Rice, Ronald E and Atkin, Charles K

Trust us, we're experts! (2001)--Adult Non-fiction 659.2 R177t Rampton, Sheldon,

Women in public relations: how gender influences practice. (2001)--Adult Non-fiction 331.4 G975w Grunig, Larissa A; Lance Toth, Elizabeth; Linda Childers Hon ; foreword by Kathleen Larey Lewton.

Gaining influence in public relations: the role of resistance in practice (2006)--659.2 B496g 2006, Bruce K. Berger, Bryan H. Reber.

Handbook of public relations (2006)—REF 659.2 H438 2004

Library of Congress Subject Headings

These subject headings may be used when searching for books and other materials related to Public Relations. They are most useful for searching online catalogs, but they can also be used in searching indexes and abstracts as well as the Internet.

Public Relations:	
UF (Used for) Public relations--Business	NT Consumer Affairs Department
UF Public relations--Industry	NT Customer Relations
RT (related term) Advertising	NT Police-community relations
RT Mass media and business	NT Press Agent
RT Propaganda	NT Press Conferences
RT Public Opinion	NT Press Release
RT Publicity	NT Public relations and politics
NT (Narrow term) advertising, Public service.	NT Radio programs, Public service
NT Business entertaining	NT Television programs, Public service

Some Call Numbers Related to Public Relations

Sometimes, it is difficult to find relevant information through the online catalog. You may prefer to browse the shelves that contain materials related to your topic. The Miller Library uses the Dewey Decimal Classification System, so these are the areas in the collection you might like to browse.

659.2	Public Relations	659.1	Advertising
355.342	--armed forces	302.23	Mass media
021.7	--libraries	303.375	Propaganda
254.4	--local churches	303.38	Public Opinion
352.748	--public administration	659	Publicity

Indexes & Abstracts (Databases)

Information concerning Public Relations can be accessed through Miller Library's home page.

American Fact Finder [www](#)

From the U.S. Census Bureau. Information on population, economic and geographic data as well as some data sets.

ArticleFirst [On Campus](#) [Off Campus](#)

ArticleFirst describes items listed on the table of contents page of individual issues of more than 13,000 journals.

Book Index with Reviews [On Campus](#) [Off Campus via the public library](#) [Need a card?](#)

Contains over 800,000 full text searchable reviews from Library Journal, Publishers Weekly, CHOICE, and others.

Business-LexisNexis [On Campus](#) [Off Campus](#)

Business & accounting articles, company reports and profiles and SEC filings.

EBSCOhost [On Campus](#) [Off Campus](#)

Search multiple Ebsco databases at once.

ERIC [via EBSCO] [On Campus](#) [Off Campus via the public library](#) [Need a card?](#)

EBSCO offers a more user-friendly interface to the largest source of education information with abstracts of documents and journal articles and limited full-text.

Expanded Academic ASAP [On Campus](#) [Off Campus](#)

General interest and scholarly resources across a variety of disciplines.

HighWire Press [www](#)

A division of the Stanford University Libraries, HighWire Press hosts the largest repository of free, full-text, peer-reviewed content, with 925 journals and 1,250,111 free, full-text articles online. **N.B.** Keystone does not have free access to all articles. You should use Interlibrary Loan services.

Proquest's PA Research I [On Campus](#) [Off Campus](#)

Abstract and full-text database of general interest and scholarly resources.

WorldCat [On Campus](#) [Off Campus](#)

WorldCat contains more than 43 million items owned by libraries around the world. Materials covered in the catalog include: books, internet resources, films, journals, magazines, manuscripts, maps, musical scores, newspapers, slides, sound recordings, and videotapes. WorldCat does not include individual article titles or stories in journals, magazines, newspapers, or book chapters.

Some Websites

There are a multitude of sites on the web devoted to Public Relations. What follows are examples of web sources for information about the topic. They are not meant to be comprehensive. However, they provide links to many other related sites. NOTE: Some sites require subscribing to gain access to website information.

[Public Relations Society of America](#)--is the world's largest organization for public relations professionals.

[Online Public Relations](http://www.online-pr.com/)--< http://www.online-pr.com/>'Online Public Relations is dedicated to helping you deliver better, faster and less-expensive PR and marketing communications.'

[PR and Marketing Network](http://www.prmarketing.com/)--< http://www.prmarketing.com/>'PRMN is your best resource for expert news and strategies on PR and Marketing. This site is a FREE service from the publishers of PR News and many more leading publications and seminars. From Investor Relations to Interactive Marketing, you'll find tips and advice to help you improve your skills and advance your career.'

Some Relevant Journals—in the Miller Library

If you are searching for a particular journal, you may want to use the [Locate E-Journals](#) on the Miller Library's [main webpage](#) to determine which database offers full-text access to your chosen title, or you may elect to check the title lists of each database. The following are important journals which deal with **Public Relations** and related issues. The list provided here is not comprehensive:

BUSINESS COMMUNICATION QUARTERLY *PAPER: MAR. 2004 Vol. ^ #1 TO CURRENT

Full-Text in	Expanded Academic 1995-
Indexed in	Expanded Academic 1995-/ Proquest 1973-

BUSINESS WEEK PAPER: JAN 1975 TO CURRENT (SOME ISSUES MAY BE MISSING)

Full-Text in	LexisNexis 1975-
Indexed in	Proquest 1972-

COMMUNICATION ARTS *PAPER: JAN 1996 Vol.37 #8 TO CURRENT

Full-Text in	N/A
Indexed in	Expanded Academic 1991-/ Proquest 1992-

COMMUNICATION QUARTERLY *PAPER: SPRING 2001 Vol. 49 #2 To SUMMER 2004; MAY 2006 To CURRENT

Full-Text in	Expanded Academic 1997-/Proquest 1994-2005
Indexed in	Expanded Academic 1989

COMMUNICATION RESEARCH REPORTS

W/COMMUNICATIONS QUARTERLY

**PAPER: WINTER 2001 Vol.18 #1 TO FALL 2004; 2006
To CURRENT**

COMMUNICATION THEORY

***PAPER: FEB 2007 Vol.17 #1 TO CURRENT**

Full-Text in	Proquest 1998-
Indexed in	Expanded Academic 1992-

JOURNAL OF APPLIED COMMUNICATION RESEARCH

*** PAPER: MAY 2001 Vol. 29 #2 TO CURRENT**

Full-Text in	N/A
Indexed in	Expanded Academic 1992-

JOURNAL OF BUSINESS COMMUNICATION

PAPER: JAN. 2004 Vol. 31 #1 TO CURRENT

Full-Text in	Expanded Academic 1994-
Indexed in	Proquest 1972-

PUBLIC RELATIONS QUARTERLY

Full-Text in	Expanded Academic 1992-
Indexed in	Expanded Academic 1992-

PUBLIC RELATIONS STRATEGIST

Full-Text in	Proquest 1998 - 2007
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PUBLIC RELATIONS TACTICS

Full-Text in	Proquest 1998 - 2008
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