



# Teaching Public Relations

Published by the Public Relations Division of the Association for Education in Journalism and Mass Communication. Edited by Professor Todd Hunt, Rutgers University

No. 31, September 1993

## Basic References for Industry Case Studies

**Carol Reuss**  
**University of North Carolina at Chapel Hill**

**P**ublic Relations case studies cannot rely on packaged scenarios. They need to be enriched with background information, and they need to be updated so students can understand that no public relations problem or opportunity stands in isolation.

Thanks to Rita W. Moss, Business and Economics Reference Librarian, students at the University of North Carolina of Journalism and Mass Communication are finding facts that enrich the packaged cases that are in the textbooks and discovering how to anticipate potential public relations problems and opportunities that are beyond the textbook.

After the course introduction is completed, my case studies class moves to the Davis Library on the Carolina campus. There Librarian Moss shows the students how to use both basic and sophisticated reference publications, disks and microfilms. All of the references on the list below, prepared by Librarian Moss and presented here with her permission, are available at no cost to students.

At least two specific course assignments based on the references are made during the semester. For one, students are assigned specific companies and they prepare reports on the company history, products or services, organization and employment, locations, problems and achievements. Later, these reports are the basis for team studies of selected public relations problems or opportunities within industries or industry groups. The reference list and library orientation give students confidence as they begin investigating business and public relations.

### **Business Identification**

United States. Executive Office of the President. Office of Management and Budget. *Standard Industrial Classification Manual*. Washington, D.C.: GPO.1987.

### **Key Industry Overviews**

"Standard Survey of American Industry," *Forbes*. First January issue each year.

*Standard and Poor's Industry Surveys*. N.Y.: Standard and Poor's Corporation. Looseleaf, with irregular updates.

United States. Department of Commerce. International Trade Administration . *U. S. Industrial Outlook*.

Washington, D.C.: GPO. Annual.

*Manufacturing USA*. Detroit: Gale Research Inc.

*Service Industries USA*. Detroit: Gale Research Inc.

### **Financial Analysis and Operating Ratios by Industry**

*Annual Statement Studies*. Philadelphia, PA: Robert Morris Associates. Annual.

*Industry Norms and Key Business Ratios*. Murray Hill, NJ: Dun's Analytical Services. Annual.

### **Basic Statistics**

United States. Department of Commerce. Bureau of the Census. *Statistical Abstract of the United States*. Annual.

### **Comprehensive Statistics**

*American Statistics Index (ASI)*. Washington, D.C.: Congressional Information Service 1974-..Monthly, with cumulations.

*Statistical Reference Index (SRI)*. Washington, D.C.:Congressional Information Service 1980-..Monthly, with cumulations.

### **Government Publications**

*GPO on Silver Platter*. Compact disc database.Wellesly Hills, MA: Silver Platter. 1976-..Quarterly.

*Government Publications Index*. Microfilm. Foster City, CA: Information Access Company. 1982-..Monthly.

*Monthly Catalog of United States Publications*.Washington, D.C.: GPO.Monthly with cumulations.

### **Corporate Identification**

*Million Dollar Director: America's Leading Public and Private Companies*. Parsippany, NJ: Dun's Marketing Services. Annual.

*Standard & Poor's Register of Corporations, Directors and Executives*. NY: Standard & Poor's Corporation. Annual.

*Standard Directory of Advertising Agencies*. Wilmette, IL: National Register Publishing Company. Annual.

*Standard Directory of Advertisers*. Wilmette, IL: National Register Publishing Company. Annual.

*Ward's Business Directory of U.S. Private and Public Companies*. Detroit, MI: Gale Research. Annual.

### **Corporate Affiliations**

*America's Corporate Families and International Affiliates*. Parsippany, NJ: Dun's Marketing Services. Annual.

*Directory of Corporate Affiliations*. Wilmette, IL: National Register Publishing Company. Annual.

### **Corporate Structure**

*Organization Charts*. Detroit, MI: Gale, 1992.

### **Corporate Rankings**

Dun's Business Rankings. Parsippany, NJ: Dun's Marketing Services. Annual.

### **Corporate History**

*International Directory of Company Histories* (4 vols). Chicago: St. James Press. Market Share Market Share Reporter. Detroit, MI: Gale Research. Annual.

### **Corporate Reports**

*SEC-File*. 1978-. St. Petersburg, FL: Q-Data.

*SEC-Online on Silver Platter*. Full text, latest 10K and 20f filings with the Securities and Exchange Commission.

### **Summary Corporate Information**

*Moody's Manuals*. Bank & Finance, Industrial, International, OTC Industrial, Public Utility, Transportation. NY: Moody's Investors Service. Annual with twice weekly updates.

*Standard Corporation Descriptions*. NY: Standard & Poor's Corporation. Looseleaf, with daily updates.

### **Investment Profiles**

*Corporate & Industry Research Reports* (CIRR). NY: JA Micropublishing. 1982- 1991.

*Investext*. Compact disc database. Ann Arbor, MI. Jan 1991-.

*Value Line Investment Survey*. NY: Value Line Inc. Looseleaf with weekly updates.

### **Journal/Newspaper Indexes**

*ABI/INFORM Ondisc*. Compact disc database. Ann Arbor, MI: UMI. Current 5 years. Updated monthly.

*Business Index*. Microfilm. Foster City, CA: Information Access Company. Current 3 years. Monthly.

*Business Periodicals Index*. Bronx, NY: H.W. Wilson. 1958-. Monthly with cumulations.

*Predicasts F&S Index: United States 1969; Europe 1979-; International. 1978-*. Cleveland, OH: Predicasts, Inc.

*PROMT* (Predicasts Overview of Markets and Technology). Cleveland, OH: Predicasts, Inc. 1986-. Monthly.

*Newspaper Abstracts Ondisc*. Company disc database. Ann Arbor, MI: UMI. Bimonthly.

*Wall Street Journal/Barrons Index*. 1955-. NY: Dow Jones. Monthly with annual cumulations.

---

[Return to [PRD Home Page](#)] [Return to [Teaching Public Relations Index](#)] [Continue with next [Teaching Tip](#)]

---

*Last updated March 1997..*