Escherichia coli bacteria, 60
Ethical communications process, 66
Facebook, 77
Fake news, 61
Father of Spin, The (Tye), 17
Fireside chats, 27
Food and Drug Administration (FDA), 41
Frontline on PBS program, 58
“Golden Age” of television, 28
Google, 77
Guinness Book of World Records, 51
Influencer mapping, 7
Institute of Public Relations, 30
Integrity, 4
Internal culture, 35
IPG, 29
Leadership, 15
Lies, Damn Lies and the Public Relations Industry, 17
Magazines, 61
Manhattan Project, 19
Marketers Guide to Public Relations, The, 43
Marketing in the FakeNews Era, 46
Marketing Public Relations, 43, 45
“Mass class” trust, 68
Master of Arts in Public Relations and Advertising, 47
Media Distribution Services (MDS), 50
Media scrutiny, 60
Mobil Oil, 37–39
Music Boulevard, 58
New York Times, The, 19–20, 38, 61, 66, 72, 76
New York University (NYU), 3–4, 44, 65
Newspapers, 61
Nike, 73, 75
Nuremberg trials of Nazi war criminals, 29
Omnicon, 29
“Op-ads”, 38–39
Page Principles, 11–13, 21, 66
Page Society, 14, 66, 69, 74, 78
Perjury, 75
“PR All Star”, 3
PR Week, 39
PR! A Social History of Spin (Ewen), 17
Professional licensing, 23
Public Broadcasting System (PBS), 39
Public relations (PR), 3, 16, 33, 49, 65–66, 71
  in 1970s, 37–40
  in 1980s, 40–42
agencies, 27, 34
career in, 17
case study, 34–37
effective PR strategies, 33
essential characteristics, 55
firms, 69
function, 11, 22
history, 43
power of, 9
profession, 32
working in, 58
Public Relations (Bernays), 29
Public Relations Society of America (PRSA), 23, 30, 66
Publicis, 29
Race riots, 34
Regulation Fair Disclosure, 75
Relationship/coalition builder, 15
Request for proposal (RFP), 6
Riddler.com, 58
Securities and Exchange Commission, 75
Simplifier, 15
Sit-ins, 35
Social influencers, 7
Social media, 46–47
Spin room, 78
Technology, 29
Time magazine, 34, 80
“Toni Twins” media tour, 28
Torches of Freedom campaign, 9, 31
Trump Administration, 76
Trust Barometer (Edelman), 45, 68
Truth telling, 24
Tylenol murderer, 40
Washington Post, 39, 62
Web TV, 59
“Wisemen, The”, 19–20
WPP, 29
Yahoo, 58, 62
Your Future in Public Relations (Bernays), 13