

LIBR 289 e-Portfolio  
Fall 2008

Evidence for Competency I

LIBR 244 – Online Searching

Dialog Exercise

September 23, 2005

## Quiz 1 LIBR 244

PLEASE WRITE THE APPROPRIATE DIALOG COMMAND THAT PERFORMS EACH OF THE FOLLOWING ACTIONS. ½ POINT EACH.

1. To change from one file to another.  
**Begin (B) followed by a database file number**
2. To look at a portion of an online index for any file.  
**EXPAND (E) followed by a search term**
3. To put the results of a set into ascending order by a stated criteria.  
**SORT followed by Set #/items/Field Code**

PLEASE EXPLAIN BRIEFLY WHAT EACH OF THE FOLLOWING DIALOG COMMANDS WILL DO. ½ POINT EACH.

4. EXS TD008  
**Execute Steps runs a search (TD008) that has been previously stored online with SAVE, SAVE TEMP, SAVE ALERT, RANK, or MAP. It will run the saved search and create a set for each command line stored.**
5. SET HI \$  
**Set Hilight specifies a Hilight character (\$) that will highlight a search term later specified with the SELECT command. It can only be used in databases that offer the KWIC format and it is not available for print output.**
6. RANK AU  
**It extracts terms from the author field and lists them in ranked order.**
7. REPORT  
**Followed by the search set number and certain criteria, it arranges selected data from a set of records into tables that display the information in columns. For example s1/co,sa/1-5 will display a column with the company name and another one with sales figures for the first five records of a search.**
8. EXPAND  
**When followed by a search term, it displays a portion of the database index in which the term appears. Can be used with words or prefix codes and with E numbers for databases with an online thesaurus.**
9. KWIC  
**Key Word in Context. Used with the SET command to specify any window size between 2 and 50 words.**

10. SET POSTINGS ON  
**Used to turn on the display of the number of postings. This is not the same as the number of items. It will be displayed in searches of terms and it measures the total occurrences of a term within the retrieved records. It will display next to the ref. and items columns.**
11. PLEASE WRITE A SHORT DISCUSSION (OR MAKE LISTS) ABOUT AT LEAST 5 WAYS TO BROADEN A SEARCH (INCREASE RECALL) AND AT LEAST 5 WAYS TO NARROW A SEARCH (INCREASE PRECISION).  
Worth 1 ½ points.

**Increase Recall**

- Use proximity operators with broad parameters
- Use truncation further to the left
- Use logical operators AND or OR
- Remove prefixes and suffixes
- Search full text
- Use the Explode command
- Use free text searching
- Use more search terms
- Use pearl growing techniques to broaden search
- Drop a concept set

**Increase Precision**

- Use truncation further to the right
- Use suffixes
- Use prefixes
- Use logical operator AND or NOT
- Use controlled vocabulary (descriptors)
- Manipulate proximity operators with narrow parameters
- Use fewer search terms

12. COMPLETE ITEMS 1 AND 2 BELOW IN REGARD TO THE FOLLOWING QUESTION. Worth 1 ½ points.

I need to locate information on the effect of television viewing on the behavior of both children and teens. I hope you can find materials that cover all points of view on this. I can read all romance languages so I would accept articles in any of these plus English. I want to know who has studied this issue over the past 20 years but I really want to focus on recent research. I don't care if it is published or unpublished material and I prefer full-text but will accept abstracts only. This is for background material for a major presentation to be given in two months to a group of communication teachers.

1. What types of databases would you look for? I am not looking for you to name specific files but to tell me what criteria you would look for in the files to be chosen to search.

**I would concentrate on bibliographic and full text databases for this search. I would determine which ones to use by using DialIndex and/or the Bluesheets. The database criteria would encompass:**

**Subject scope – Psychological behavior  
Sources – Medical files, newspapers, books, journals  
Material – Research and popular  
Data – Bibliographic and full text  
File Currency – Files that are current  
Access Points - Language**

**DialIndex would be advantageous in that once the databases to be searched are identified, multiple file searches can be conducted.**

2. Create a beginning search strategy for this problem. Include a list of all the factors you might have to consider when doing this search.

**-Start DialIndex  
-Determine major descriptors  
-Establish which sets of descriptors to use  
-Modify search with the use of proximity operators and suffixes  
-Cross reference databases obtained with Bluesheets to determine how current they are.  
-Begin databases to be searched  
-Run searches  
-Manipulate as needed by increasing precision (if too many files are retrieved) or recall (if too little files are retrieved)  
-Create a report for the patron**

13. Explain what prefixes and suffixes are in Dialog and how they are used. Worth 2 pts.

**Using prefix and suffixes codes can help restrict a search within a specific field other than the complete text field as a way of increasing specificity. A prefix is a two letter code such as AU (author) or JN (journal name) that can be used to restrict the search to a non-subject field. For example:**

**S JN=Inc.**

**This will instruct the system to search only within the Journal name field.**

**A suffix is a two letter code such as AB (abstract), DE (descriptor), ID (identifier) and TI (title) that can be used restrict the search to a subject field. For example:**

**S water/TI**

**This will instruct the system to search for the word water only in the title field.**

**Comment [q1]:** To search only the Journal Name Additional Index (smaller and thus cheaper and more accurate)

**Comment [q2]:** Suffix codes limit searches of the Basic Index to just the named fields

**Basically a very good quiz. I couldn't tell in your answer to Q13 if you understood that prefixes name the Additional Index to be searched and suffixes qualify a search of the Basic Index. If you have any questions, just let me know.  
Grade = 9.25**

## Exercise 1: Dialog only

Follow the instructions for each problem below and email your completed exercise to me at [nancybur@swbell.net](mailto:nancybur@swbell.net)

### PreSearch activity:

1. Prepare a basic strategy for a simple search on the ERIC database on the topic of “social promotion in elementary school.” Write down the steps you will take to prepare for this search and what your initial search statements will be. Plan to display the first five records you receive in Format 8. If you find less than 5 records that is just fine.
  - Login to Dialog. Begin ERIC.
  - Look up the keywords in the Thesaurus to determine the major descriptors that DIALOG uses.
  - Carry a search including these search terms.
  - Display the results
2. Use your password and user ID to log on to Dialog Classic on the web or telnet to Dialog.com. Begin ERIC (file 1) and carry out the search you planned above. Be sure to enter the LOGOFF command to end your search when you are done. Critique your search before you send it to me.

From reading about DIALOG, I knew that it helps the results greatly if words found within the controlled vocabulary are used. To access the thesaurus within ERIC, I used the EXPAND command and determined that the major descriptors to use were “student AND promotion” and “elementary AND (schools OR education).” The results were 1089 records. However, most of the results didn’t seem to be in line with the desired search.

I then changed my search to the following two sets: “student AND promotion” and “elementary AND education.” Still, some results appeared to lean only towards the elementary education search. Not satisfied I decided to use the command “with” to limit the search to those keywords that are adjacent to each other.

This last search looked like this: “student (w) promotion” and “elementary (w) education”. This yielded a total of 93 documents but they were all relevant to the search! I don’t think I could have shaved any more time off my search. It felt a bit like trial and error but having read the book and studied the class presentations definitely prepared me for the intricacies of Dialog. Refer to enclosed file Arencibia\_Mildred\_244-01\_E1Q2.doc for Dialog search detail.

3. Now try your search in two other files: Social SciSearch (file 7) and Magazine Index (file 47). Again display the first five (or fewer if you don’t find five) records that you find for your topic in Format 8. This time choose one article from each file that you think is on target and display it in Format 9. Be sure to Log your searches and critique them.

I used the terms that gave me a result in the previous exercise: “student (w) promotion” and “elementary (w) education” but they didn’t generate any results. In file 7, I then searched for

“student AND promotion” and “elementary AND education.” Didn’t work either. This led me to believe that perhaps this file uses different descriptors. There were a variety of descriptors and my search was exhaustive until I came up with the right combination: “social promotion” and “elementary education.” Looking back on this, I should have known that this being a database catering to social science, the descriptors would be more of a social nature too.

In file 47, the closest descriptors were “academic achievement” and “elementary schools.” Again, I ran into a bit of a problem here as the search was not close to the question terms. I changed it several times but the results were not focused. Finally I stumbled upon the correct combination: “social (w) promotion” and “elementary AND schools.”

From the exercise, I learned that it is of the utmost importance to determine what the descriptors are in each file before starting a search. My skills in this section are not the best so I tend to perform blind searches most of the time. Dialog is also not straightforward enough that this can be figured out by the user.

Also, it is helpful to know beforehand what to expect from each file as some are better suited than others to specific searches. For example in the case of this search, the field of the question is education so a more appropriate file to use is ERIC.

Refer to enclosed file Arencibia\_Mildred\_244-01\_E1Q3.doc for Dialog search detail.

**Comment [q1]:** You worked harder than I expected but did well. All I was wanting students to learn was that the same search across files won't work without some modification

4. Change to Medline (file 155) and do a search using the following search strategy: SELECT (ASTRONAUT? OR COSMONAUT?) AND WEIGHTLESS? Then try the same search but without using the parentheses. Along with your searches, tell me what difference you see in these two searches and why the results are different. You do not need to display/type any of these results.

The first search yields 984 results and the second search yielded 2128. I can only see the numbers of records per keyword which are the same for both searches but differ in the final search.

I can assume that the first search is the more focused one. From the syntax of the first search I know that the system will first find all instances of astronaut\* and cosmonaut\*. Nesting involves the use of parenthesis around a set of keywords that specifies the order in which the search should be carried, occurring first. In the first search the synonyms cosmonaut and astronaut were nested together which indicated to the computer to combine these two keywords in to a set. The results were then ANDed with the documents that had weightless\*.

The second search does not specify an order for the system to search. So it will follow Boolean logic and process the AND before the OR. It essentially told the system to look for the ANDed terms first: cosmonaut and weightless. The results were then ORed with astronaut. The results involved all documents about cosmonaut and weightlessness mixed in with all instances of astronaut.

**Comment [q2]:** Very good understanding of search logic.

Boolean logic as the name indicates is based on mathematical logic. Thus it needs a specific order to be followed. Nesting helps tremendously with indicating the order in which searches should be carried.

5. Prepare a search to be done in ERIC (file 1) on the topic children and library use. Once you feel you are adequately prepared, log on to ERIC and complete your search, displaying one record in Format 5.

It seems like the major component of my search would be in determining the exact descriptors that will allow me to pull relevant results. Separately these two key phrases (children and library use) will yield a lot of results. So the descriptors would have to be narrow enough to specify just the use of libraries by children.

Upon logging in to ERIC, I concentrated on expanding the terms children and library use and see where that takes me. There are different descriptors that can be used for each term. I started performing searches but the results were too broad. I felt good about the descriptors I had identified so then I decided to utilize suffixes in my searches. In particular I narrowed the descriptors to the descriptor field and obtained good results.

Refer to enclosed file Arencibia\_Mildred\_244-01\_E1Q5.doc.

**These look very good. You seem to be taking to searching well. I have made a few comments on each of the searches in the other files as well.  
Grade = 10**

Welcome to DialogClassic Web(tm) E1Q2

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help                    /L = Logoff                    /NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?

B 1

20sep05 11:24:04 User732053 Session D429.1  
\$0.00 0.190 DialUnits FileHomeBase  
\$0.00 Estimated cost FileHomeBase  
\$0.02 INTERNET  
\$0.02 Estimated cost this search  
\$0.02 Estimated total session cost 0.190 DialUnits

File 1:ERIC 1966-2004/Jul 21  
(c) format only 2004 Dialog

**\*File 1: Updates suspended until Q4 2005.**

Set Items Description  
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?

Ref	Items	RT	Index-term
E1	5		SOCIAL PROCESSES
E2	1		SOCIAL PROGRAMS
E3	80		*SOCIAL PROMOTION
E4	1		SOCIAL PROPENSITY SCALE
E5	1		SOCIAL PROVISIONS SCALE
E6	1824	20	SOCIAL PSYCHOLOGY (THE STUDY OF THE WAY THE PERSONALITY, ATTITU...)
E7	1		SOCIAL REACTION INVENTORY (RICHARDSON TASTO)
E8	4		SOCIAL REACTION INVENTORY (ROTTER)
E9	1		SOCIAL REACTION SCALE
E10	6		SOCIAL READJUSTMENT RATING SCALE
E11	4		SOCIAL READJUSTMENT RATING SCALE (HOLMES AND R
E12	1		SOCIAL READJUSTMENT RATING SCALE (REVISED)

Comment [q1]: I'm glad to see you playing with EXPAND, it is a very useful command

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E1	1		STUDENNT
E2	3		STUDENS
E3	291121		*STUDENT
E4	0	1	STUDENT ABILITY (1966 1980)
E5	1		STUDENT ACCIDENT INSURANCE
E6	11		STUDENT ACCOUNTABILITY MODEL
E7	1		STUDENT ACCOUNTABILITY MODEL (CALIFORNIA)
E8	1		STUDENT ACCOUNTING SYSTEM
E9	0	1	STUDENT ACHIEVEMENT
E10	2		STUDENT ACHIEVEMENT DIAGNOSTIC QUESTIONNAIRE
E11	1		STUDENT ACTIVITIES
E12	0	1	STUDENT ACTIVITIES (EXTRACLASS)

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E13	1		STUDENT ACTIVITIES DIRECTORS
E14	2		STUDENT ACTIVITIES INVENTORY (PROJECT TALENT)
E15	2		STUDENT ACTIVITIES PROGRAMMING
E16	5		STUDENT ACTIVITIES QUESTIONNAIRE
E17	8		STUDENT ACTIVITY DIRECTORS
E18	1		STUDENT ACTIVITY FEES
E19	5		STUDENT ACTIVITY FUNDS
E20	16		STUDENT ADAPTATION TO COLLEGE QUESTIONNAIRE
E21	2705	12	STUDENT ADJUSTMENT ((NOTE: PRIOR TO MAR80, THE THESAURUS
			CARRIED...)
E22	3		STUDENT ADMINISTRATION SYSTEM
E23	5		STUDENT ADMINISTRATOR RATIO
E24	18		STUDENT ADMINISTRATOR RELATIONSHIP

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Ref	Items	RT	Index-term
E25	1		STUDENT ADMISSION TO MEDICINE
E26	1		STUDENT ADULT RATIOS
E27	2		STUDENT ADVANCEMENT PROGRAMS
E28	2		STUDENT ADVISERS
E29	1		STUDENT ADVISORY BOARD PA
E30	1		STUDENT ADVOCATES INSPIRE LEARNING
E31	0	1	STUDENT AFFAIRS SERVICES
E32	0	1	STUDENT AFFAIRS WORKERS
E33	1		STUDENT AFFECTIVE BEHAVIOR CHECKLIST
E34	1		STUDENT AFFIRMATIVE ACTION OUTREACH PROGRAM CA
E35	0	1	STUDENT AID
E36	1		STUDENT AID RECIPIENT SURVEY

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E37	3		STUDENT AID REPORT
E38	1057	10	STUDENT ALIENATION
E39	3		STUDENT ALUMNI ASSOCIATIONS
E40	2		STUDENT AMERICAN MEDICAL ASSOCIATION
E41	1		STUDENT APPLICANT INFORMATION MANAGEMENT SYSTE
E42	1		STUDENT APPLICATIO
E43	0	1	STUDENT APPLICATION (1966 1980)
E44	0	1	STUDENT APPRAISAL
E45	0	1	STUDENT APTITUDE
E46	1		STUDENT AS CONSUMER
E47	1		STUDENT AS NIGGER (THE)
E48	3		STUDENT ASSESSMENT

Enter P or PAGE for more

?

Ref	Items	Index-term
E49	1	STUDENT ASSESSMENT AND RESPONSE SYSTEM
E50	1	STUDENT ASSESSMENT CONSORTIUM

?

E E3  
>>>No related terms exist for this term  
?

Ref	Items	Type	RT	Index-term
R1	0		1	*STUDENT ACHIEVEMENT
R2	42453	U	52	ACADEMIC ACHIEVEMENT

?

Ref	Items	Type	RT	Index-term
R1	42453		52	*ACADEMIC ACHIEVEMENT
R2	0	U	1	ACADEMIC PERFORMANCE (1966 1974)
R3	0	U	1	ACADEMIC PROGRESS
R4	0	U	1	ACADEMIC SUCCESS
R5	0	U	1	EDUCATIONAL ACHIEVEMENT
R6	0	U	1	EDUCATIONAL LEVEL
R7	0	U	1	SCHOLASTIC ACHIEVEMENT
R8	0	U	1	STUDENT ACHIEVEMENT
R9	4041	N	8	EDUCATIONAL ATTAINMENT (YEARS OF SUCCESSFULLY COMPLETED SCHOOLING OR...)
R10	461	N	9	STUDENT PROMOTION (PROCESS BY WHICH A STUDENT IS PASSED TO THE ...)
R11	83930	B	43	ACHIEVEMENT (LEVEL OF ATTAINMENT OR PROFICIENCY IN RELATI...)
R12	1259	R	10	ABILITY GROUPING (SELECTION OR CLASSIFICATION OF

STUDENTS FOR ...)

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E1	1		STUDENT PROJECT FOR AMITY AMONG NATIONS
E2	4917	16	STUDENT PROJECTS
E3	461	9	*STUDENT PROMOTION (PROCESS BY WHICH A STUDENT IS PASSED TO THE ...)
E4	1	1	STUDENT PROTEST
E5	1882	11	STUDENT PUBLICATIONS (PUBLICATIONS PREPARED BY STUDENTS (NOTE: PRI...))
E6	1		STUDENT PUBLISHING
E7	3		STUDENT PUGWASH
E8	1		STUDENT PUGWASH USA
E9	14		STUDENT QUESTIONS
E10	1		STUDENT RATING FORM (DAVIS)
E11	1		STUDENT RATING SCALE (ADELMAN AND FESHBACH)
E12	1		STUDENT RATING SCALE (HARVEY)

Enter P or PAGE for more

?

Ref	Items	Index-term
E1	1	ELEMENTARSCHULE
E2	1	ELEMENTARTY
E3	280110	*ELEMENTARY
E4	1	ELEMENTARY ALGEBRA SKILLS TEST
E5	1	ELEMENTARY AND SECONDARY EDUCATION ACT (TITLE
E6	1	ELEMENTARY AND SECONDARY EDUCATION ACT CHAPTER
E7	51	ELEMENTARY AND SECONDARY EDUCATION ACT TITLE I
E8	2	ELEMENTARY AND SECONDARY EDUCATION ACT TITLE V
E9	1	ELEMENTARY AND SECONDARY EDUCATION ACT 1965
E10	1	ELEMENTARY ART SITUATIONAL PROBLEMS TEST
E11	1	ELEMENTARY BEAM THEORY
E12	5	ELEMENTARY COGNITIVE TASKS

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E13	1		ELEMENTARY CONSOLIDATION IMPROVEMENT ACT CHAPT
E14	3		ELEMENTARY ECONOMICS PROJECT
E15	71119	19	ELEMENTARY EDUCATION (EDUCATION PROVIDED IN KINDERGARTEN OR GRADE ...)
E16	2		ELEMENTARY EDUCATION (JOURNAL)
E17	1		ELEMENTARY EDUCATION CERTIFICATION EXAMINATION
E18	1		ELEMENTARY EDUCATION MODELS
E19	1		ELEMENTARY EDUCATION STUDY GROUP
E20	2		ELEMENTARY EDUCATION VOUCHER DEMONSTRATION

E21	1		ELEMENTARY EDUCATIONAL TEXTBOOKS
E22	1		ELEMENTARY EDUCATIONCATION
E23	1		ELEMENTARY EXPERIENTIAL LEARNING
E24	0	1	ELEMENTARY GRADES (1966 1980)

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E1	1		ELEMENTARY READING
E2	4		ELEMENTARY READING ATTITUDE SURVEY
E3	1		*ELEMENTARY SCHOOL
E4	1		ELEMENTARY SCHOOL CENTER NY
E5	0	1	ELEMENTARY SCHOOL CHILDREN
E6	0	1	ELEMENTARY SCHOOL COUNSELING (1967 1980)
E7	1		ELEMENTARY SCHOOL COUNSELING DEMONSTRATION ACT
E8	1		ELEMENTARY SCHOOL COUNSELOR QUESTIONNAIRE
E9	0	1	ELEMENTARY SCHOOL COUNSELORS (1967 1980)
E10	2199	7	ELEMENTARY SCHOOL CURRICULUM
E11	1		ELEMENTARY SCHOOL CURRICULUM EFFICACY PROGRAM
E12	1		ELEMENTARY SCHOOL ECONOMICS PROGRAM

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E13	2		ELEMENTARY SCHOOL ECONOMICS PROJECT
E14	5		ELEMENTARY SCHOOL ENVIRONMENT SURVEY
E15	0	1	ELEMENTARY SCHOOL GUIDANCE (1967 1980)
E16	1		ELEMENTARY SCHOOL HEALTH CURRICULUM PROJECT
E17	1		ELEMENTARY SCHOOL JOURNALS
E18	0	1	ELEMENTARY SCHOOL LIBRARIES (1966 1980)
E19	1		ELEMENTARY SCHOOL MATHEMATI CS
E20	8063	8	ELEMENTARY SCHOOL MATHEMATICS (MATHEMATICS CURRICULUM OR
			INSTRUCTION PROVID...)
E21	5		ELEMENTARY SCHOOL RECOGNITION PROGRAM
E22	1		ELEMENTARY SCHOOL RECOGNITION PROGRAM (ED)
E23	0	1	ELEMENTARY SCHOOL ROLE (1966 1980)
E24	8049	8	ELEMENTARY SCHOOL SCIENCE

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Ref	Items	RT	Index-term
E25	1		ELEMENTARY SCHOOL SCIENCE PROGRAM
E26	5		ELEMENTARY SCHOOL SCIENCE PROJECT
E27	1		ELEMENTARY SCHOOL SCIENCES PROGRAM
E28	1		ELEMENTARY SCHOOL SCIENCES PROGRAMS
E29	2		ELEMENTARY SCHOOL SECONDARY SCHOOL RELATIONSHI
E30	19292	5	ELEMENTARY SCHOOL STUDENTS ((NOTE: COORDINATE WITH THE
			APPROPRIATE MANDA...)
E31	1		ELEMENTARY SCHOOL STUDIES

E32 1 ELEMENTARY SCHOOL STUDY OF VALUES (ESSOV)  
 E33 0 1 ELEMENTARY SCHOOL SUPERVISORS (1966 1980)  
 E34 1 ELEMENTARY SCHOOL SURVEY 1970  
 E35 7651 4 ELEMENTARY SCHOOL TEACHERS  
 E36 2 ELEMENTARY SCHOOL TEACHING PROJECT

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E37	1		ELEMENTARY SCHOOL THINKING PROJECT
E38	3807	9	ELEMENTARY SCHOOLS
E39	1		ELEMENTARY SCHOOLSTUDENTS
E40	1		ELEMENTARY SCIENCE
E41	0	1	ELEMENTARY SCIENCE (1966 1980)
E42	4		ELEMENTARY SCIENCE EDUCATION INSTITUTE
E43	1		ELEMENTARY SCIENCE PROGRAM EVALUATION TEST NY
E44	67		ELEMENTARY SCIENCE STUDY
E45	1		ELEMENTARY SCIENCE STUDY (MCGRAW HILL)
E46	1		ELEMENTARY SCIENCE STUDY KITS
E47	1		ELEMENTARY SCIENCE SURVEY
E48	1		ELEMENTARY SECONDARY

Enter P or PAGE for more

?

S STUDENT AND PROMOTION  
 291121 STUDENT  
 11762 PROMOTION  
 S1 2979 STUDENT AND PROMOTION

?

S ELEMENTARY AND (SCHOOLS OR EDUCATION)  
 280110 ELEMENTARY  
 195789 SCHOOLS (EDUCATIONAL INSTITUTIONS AT ALL LEVELS  
 (NOTE...))  
 809382 EDUCATION (PROCESS OF IMPARTING OR OBTAINING  
 KNOWLEDGE,...)  
 S2 271332 ELEMENTARY AND (SCHOOLS OR EDUCATION)

?

S S1 AND S2  
 2979 S1  
 271332 S2  
 S3 1089 S1 AND S2

?

TYPE 3/8/1-5

3/8/1

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181307 ERIC NO.: ED482701 CLEARINGHOUSE NO.: SP041871  
 The Need for Effective Professional Preparation of School-Based Health  
 Educators. ERIC Digest.  
 July 2003 (20030700)

DESCRIPTORS: Academic Standards; \*Comprehensive School Health Education;  
Elementary Secondary Education; Higher Education; Mental Health;  
Preservice Teacher Education; \*Program Effectiveness; \*Teacher  
Qualifications  
IDENTIFIERS: ERIC Digests; \*Health Educators

**3/8/2**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181277 ERIC NO.: ED482322 CLEARINGHOUSE NO.: RC024242  
The Use of Academic Achievement Tests and Measurements with American  
Indian  
and Alaska Native Students. ERIC Digest.  
December 2003 (20031200)

DESCRIPTORS: Academic Achievement; Accountability; \*American Indian  
Education; American Indian Students; \*Educational Testing; Elementary  
Secondary Education; \*High Stakes Tests; Standardized Tests; Test Bias;  
\*Test Use; Test Validity; \*Testing Problems

IDENTIFIERS: ERIC Digests

Comment [q2]: Always look at these for hints of synonyms or other terms to use.

**3/8/3**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181257 ERIC NO.: ED480994 CLEARINGHOUSE NO.: UD035882  
No Child Left Behind: Testing, Reporting, and Accountability. ERIC Digest.  
August 2003 (20030800)

DESCRIPTORS: Academic Achievement; \*Academic Standards; \*Accountability;  
Economically Disadvantaged; \*Educational Legislation; Educational  
Policy;  
Elementary Secondary Education; Federal Legislation; Limited English  
Speaking; Special Needs Students; State Standards; Test Results;  
\*Testing

IDENTIFIERS: ERIC Digests; \*No Child Left Behind Act 2001

**3/8/4**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01177815 ERIC NO.: ED481229 CLEARINGHOUSE NO.: TM035328  
Grades and Grading Practices: Obstacles to Improving Education and to  
Helping At-Risk Student. Second Edition.  
September 2003 (20030900)

DESCRIPTORS: \*Curriculum Development; \*Educational Assessment; Elementary  
Secondary Education; \*Grades (Scholastic); \*Grading; \*Student Evaluation

**3/8/5**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01176994 ERIC NO.: EJ677891 CLEARINGHOUSE NO.: EA541425  
Retention and Social Promotion: Perspectives of North Carolina Elementary  
School Principals.  
2003 (20030000)

DESCRIPTORS: Accountability; \*Administrator Attitudes; Elementary  
Education

; \*Grade Repetition; High Stakes Tests; Occupational Surveys;  
\*Principals  
; \*Social Promotion; \*Student Promotion  
IDENTIFIERS: \*North Carolina  
?

S ELEMENTARY AND EDUCATION  
280110 ELEMENTARY  
809382 EDUCATION (PROCESS OF IMPARTING OR OBTAINING  
KNOWLEDGE,...)  
S4 268166 ELEMENTARY AND EDUCATION  
?

S S1 AND S4  
2979 S1  
268166 S4  
S5 1080 S1 AND S4  
?

TYPE 5/8/1-5

**5/8/1**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181307 ERIC NO.: ED482701 CLEARINGHOUSE NO.: SP041871  
The Need for Effective Professional Preparation of School-Based Health  
Educators. ERIC Digest.  
July 2003 (20030700)

DESCRIPTORS: Academic Standards; \*Comprehensive School Health Education;  
Elementary Secondary Education; Higher Education; Mental Health;  
Preservice Teacher Education; \*Program Effectiveness; \*Teacher  
Qualifications  
IDENTIFIERS: ERIC Digests; \*Health Educators

**5/8/2**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181277 ERIC NO.: ED482322 CLEARINGHOUSE NO.: RC024242  
The Use of Academic Achievement Tests and Measurements with American  
Indian  
and Alaska Native Students. ERIC Digest.  
December 2003 (20031200)

DESCRIPTORS: Academic Achievement; Accountability; \*American Indian  
Education; American Indian Students; \*Educational Testing; Elementary  
Secondary Education; \*High Stakes Tests; Standardized Tests; Test Bias;  
\*Test Use; Test Validity; \*Testing Problems  
IDENTIFIERS: ERIC Digests

**5/8/3**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01181257 ERIC NO.: ED480994 CLEARINGHOUSE NO.: UD035882  
No Child Left Behind: Testing, Reporting, and Accountability. ERIC Digest.  
August 2003 (20030800)

DESCRIPTORS: Academic Achievement; \*Academic Standards; \*Accountability;

Economically Disadvantaged; \*Educational Legislation; Educational Policy;  
Elementary Secondary Education; Federal Legislation; Limited English Speaking; Special Needs Students; State Standards; Test Results; \*Testing  
IDENTIFIERS: ERIC Digests; \*No Child Left Behind Act 2001

**5/8/4**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01177815 ERIC NO.: ED481229 CLEARINGHOUSE NO.: TM035328  
Grades and Grading Practices: Obstacles to Improving Education and to Helping At-Risk Student. Second Edition.  
September 2003 (20030900)  
DESCRIPTORS: \*Curriculum Development; \*Educational Assessment; Elementary Secondary Education; \*Grades (Scholastic); \*Grading; \*Student Evaluation

**5/8/5**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01176994 ERIC NO.: EJ677891 CLEARINGHOUSE NO.: EA541425  
Retention and Social Promotion: Perspectives of North Carolina Elementary School Principals.  
2003 (20030000)  
DESCRIPTORS: Accountability; \*Administrator Attitudes; Elementary Education  
; \*Grade Repetition; High Stakes Tests; Occupational Surveys;  
\*Principals  
; \*Social Promotion; \*Student Promotion  
IDENTIFIERS: \*North Carolina  
?

S STUDENT (W) PROMOTION  
291121 STUDENT  
11762 PROMOTION  
S6 487 STUDENT (W) PROMOTION  
?

S ELEMENTARY (W) EDUCATION  
280110 ELEMENTARY  
809382 EDUCATION (PROCESS OF IMPARTING OR OBTAINING KNOWLEDGE,...)  
S7 72144 ELEMENTARY (W) EDUCATION  
?

S S6 AND S7  
487 S6  
72144 S7  
S8 93 S6 AND S7  
?

TYPE 8/8/1-5

**8/8/1**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01176994 ERIC NO.: EJ677891 CLEARINGHOUSE NO.: EA541425  
Retention and Social Promotion: Perspectives of North Carolina Elementary  
School Principals.  
2003 (20030000)  
DESCRIPTORS: Accountability; \*Administrator Attitudes; Elementary  
Education  
; \*Grade Repetition; High Stakes Tests; Occupational Surveys;  
\*Principals  
; \*Social Promotion; \*Student Promotion  
IDENTIFIERS: \*North Carolina

**8/8/2**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01148624 ERIC NO.: ED470444 CLEARINGHOUSE NO.: RC023814  
The Guatemala Scholarship Program for Indigenous Girls: Do Demand-Side  
Interventions Work?  
March 2002 (20020300)  
DESCRIPTORS: Academic Persistence; \*American Indian Education; Cost  
Effectiveness; Economically Disadvantaged; Elementary Education;  
\*Females  
; Foreign Countries; Grade Repetition; Partnerships in Education;  
Program  
Effectiveness; Rural Education; \*Scholarships; \*Student Promotion;  
\*Womens Education  
IDENTIFIERS: \*Guatemala

**8/8/3**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01139503 ERIC NO.: EJ655200 CLEARINGHOUSE NO.: CG559280  
Student Perceptions of the Transition from Elementary to Middle School.  
2002 (20020000)  
DESCRIPTORS: Counseling Techniques; \*Counselor Role; Elementary Education;  
Middle Schools; School Counseling; \*School Counselors; \*Student  
Attitudes  
; \*Student Promotion; \*Transitional Programs

**8/8/4**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01137125 ERIC NO.: EJ653580 CLEARINGHOUSE NO.: EA539961  
Moving On Up: Promoting At-Risk Students.  
2002 (20020000)  
DESCRIPTORS: \*At Risk Persons; Elementary Education; \*Intervention;  
\*Nontraditional Education; \*School Holding Power; \*Student Promotion  
IDENTIFIERS: California (Orange County)

**8/8/5**

DIALOG(R)File 1:(c) format only 2004 Dialog. All rts. reserv.

01136052 ERIC NO.: ED466487 CLEARINGHOUSE NO.: TM034226

Promotion/Retention of Students in Grades K-8, 2000-2001. E&R Report.  
January 2002 (20020100)

DESCRIPTORS: Academic Achievement; Dropouts; \*Educational Policy;  
Elementary Education; \*Elementary School Students; \*Grade Repetition;  
School Districts; School Holding Power; \*Student Promotion

IDENTIFIERS: \*Wake County Public School System NC

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Dialog level 05.06.01D  
Last logoff: 20sep05 15:55:38  
Logon file405 21sep05 10:41:03

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\*\*\*Electronics and Communicationss Abstracts (File 57)  
\*\*\*Solid State and Superconductivity Abstracts (File 68)  
\*\*\*ANTE: Abstracts in New Technologies (File 60)  
\*\*\*Civil Engineering Abstracts (File 61)  
\*\*\*Aluminium Industry Abstracts (File 33)  
\*\*\*Ceramic Abstracts/World Ceramic Abstracts (File 335)  
\*\*\*CSA Life Sciences Abstracts (File 24)  
\*\*\*Corrosion Abstracts (File 46)  
\*\*\*Materials Business File (File 269)  
\*\*\*Engineered Materials Abstracts (File 293)  
\*\*\*CSA Aerospace & High Technology Database (File 108)  
\*\*\*CSA Technology Research Database (File 23)  
\*\*\*METADEX(r) (File 32)  
\*\*\*FDAnews (File 182)  
\*\*\*German Patents Fulltext (File 324)                   \*\*\* DIALOG  
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(e.g., B1 for ERIC).

?

B 7

21sep05 10:41:17 User732053 Session D431.1  
\$0.00    0.321 DialUnits FileHomeBase  
\$0.00 Estimated cost FileHomeBase  
\$0.02 INTERNET  
\$0.02 Estimated cost this search  
\$0.02 Estimated total session cost   0.321 DialUnits

File 7:Social SciSearch(R) 1972-2005/Sep W2  
(c) 2005 Inst for Sci Info

Set	Items	Description
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?		
S	STUDENT (W) PROMOTION	
	27203	STUDENT
	12413	PROMOTION
S1	4	STUDENT (W) PROMOTION
?		
S	ELEMENTARY (W) EDUCATION	
	9106	ELEMENTARY
	129248	EDUCATION
S2	302	ELEMENTARY (W) EDUCATION
?		
S	S1 AND S2	
	4	S1
	302	S2
S3	0	S1 AND S2
?		
S	STUDENT AND PROMOTION	
	27203	STUDENT
	12413	PROMOTION
S4	232	STUDENT AND PROMOTION
?		
S	ELEMENTARY AND EDUCATION	
	9106	ELEMENTARY
	129248	EDUCATION
S5	1987	ELEMENTARY AND EDUCATION
?		
S	S3 AND S4	
	0	S3
	232	S4
S6	0	S3 AND S4
?		
Ref	Items	Index-term
E1	1	STUDENT PROJECT
E2	4	STUDENT PROJECTS
E3	0	*STUDENT PROMOTION
E4	1	STUDENT PSYCHIATRIC NURSES
E5	1	STUDENT PSYCHOPATHOLOGY
E6	2	STUDENT RACE
E7	8	STUDENT RATINGS
E8	1	STUDENT RATINGS FEEDBACK
E9	1	STUDENT RATINGS OF INSTRUCTION
E10	1	STUDENT REACTIONS
E11	2	STUDENT RECORDS
E12	1	STUDENT RECRUITMENT

**Comment [q1]:** This is such a small set, I wouldn't combine it with anything, instead I would just TYPE these 4 and look at them.

Enter P or PAGE for more

?

Ref	Items	Index-term
E1	8	SCHOOL PROGRAMS
E2	1	SCHOOL PROGRESSION
E3	2	*SCHOOL PROMOTION
E4	1	SCHOOL PSYCHOLOGICAL COUNSELING
E5	1	SCHOOL PSYCHOLOGICAL-SERVICES
E6	2	SCHOOL PSYCHOLOGISTS
E7	35	SCHOOL PSYCHOLOGY
E8	1	SCHOOL PSYCHOLOGY FUNCTION
E9	1	SCHOOL PSYCHOLOGY ROLE
E10	1	SCHOOL PSYCHOLOGY TRAINING
E11	7	SCHOOL PUPILS
E12	2	SCHOOL PUPILS PERCEPTIONS

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Ref	Items	Index-term
E1	8	ELEMENTARY COGNITIVE TASKS
E2	1	ELEMENTARY COLORS
E3	37	*ELEMENTARY EDUCATION
E4	12	ELEMENTARY FORMS
E5	1	ELEMENTARY GEOGRAPHY EDUCATION
E6	1	ELEMENTARY GRADE STUDENTS
E7	1	ELEMENTARY GRADES
E8	1	ELEMENTARY INSTRUCTION
E9	2	ELEMENTARY K-8
E10	2	ELEMENTARY MATHEMATICS
E11	2	ELEMENTARY MATHEMATICS INSTRUCTION
E12	1	ELEMENTARY MOTION DETECTION

Enter P or PAGE for more

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Ref	Items	Index-term
E1	2	ELEMENTARY PRESERVICE TEACHERS
E2	1	ELEMENTARY RELATIONAL FORMS
E3	42	*ELEMENTARY SCHOOL
E4	4	ELEMENTARY SCHOOL AGE
E5	2	ELEMENTARY SCHOOL CAREER AWARENESS
E6	1	ELEMENTARY SCHOOL CHILD
E7	1	ELEMENTARY SCHOOL CHILD WITH POOR COMMUNICATIO
E8	38	ELEMENTARY SCHOOL CHILDREN
E9	1	ELEMENTARY SCHOOL CHILDREN AND COLLEGE STUDENT
E10	1	ELEMENTARY SCHOOL COMPOSITIONS
E11	1	ELEMENTARY SCHOOL CURRICULUM
E12	1	ELEMENTARY SCHOOL GEOGRAPHY

Enter P or PAGE for more

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Ref	Items	Index-term
E1	4	SOCIAL PROGRESS
E2	16	SOCIAL PROJECTION
E3	5	*SOCIAL PROMOTION
E4	1	SOCIAL PROOF
E5	20	SOCIAL PROTECTION
E6	10	SOCIAL PROTEST
E7	1	SOCIAL PROTEST MOVEMENTS
E8	1	SOCIAL PROTESTANTISM
E9	1	SOCIAL PROVISIONING
E10	1	SOCIAL PROVISIONS
E11	1	SOCIAL PROVISIONS SCALE
E12	10	SOCIAL PROXIMITY

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S (SCHOOL OR SOCIAL) AND PROMOTION

78046 SCHOOL  
247101 SOCIAL  
12413 PROMOTION

S7 3076 (SCHOOL OR SOCIAL) AND PROMOTION

?

S ELEMENTARY AND (SCHOOL OR EDUCATION)

9106 ELEMENTARY  
78046 SCHOOL  
129248 EDUCATION

S8 6035 ELEMENTARY AND (SCHOOL OR EDUCATION)

?

S S7 AND S8

3076 S7  
6035 S8

S9 99 S7 AND S8

?

TYPE 9/8/1-5

9/8/1

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04225590 Genuine Article#: 939BM Number of References: 32

**Title: An evaluation of school-level factors used in a successful  
school-based hepatitis B immunization initiative (ABSTRACT AVAILABLE)  
2005**

Journal Subject Category: PSYCHOLOGY, DEVELOPMENTAL; PUBLIC, ENVIRONMENTAL  
& OCCUPATIONAL HEALTH

Descriptors--Author Keywords: adolescents ; hepatitis B immunization ;  
school-based immunizations ; teacher support

Identifiers--KeyWord Plus(R): VACCINATION; ADOLESCENTS; PROGRAM;  
EPIDEMIOLOGY; EXPERIENCE

9/8/2

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04183548 Genuine Article#: 912IC Number of References: 32  
**Title: Smoking habit in school age children, in Chile** (ABSTRACT  
AVAILABLE)  
2004

Descriptors--Author Keywords: adolescent behavior ; data collection ;  
smoking

Identifiers--KeyWord Plus(R): RISK-FACTORS; TOBACCO USE; CIGARETTE-  
SMOKING;

PREVALENCE; STUDENTS; ADOLESCENTS; SANTIAGO; DISEASES

**9/8/3**

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04173296 Genuine Article#: 907WU Number of References: 35  
**Title: Elementary career intervention programs: Social action initiatives**  
(ABSTRACT AVAILABLE)  
2005

Journal Subject Category: PSYCHOLOGY, APPLIED

Descriptors--Author Keywords: career development ; elementary career  
interventions ; prevention ; social action

Identifiers--KeyWord Plus(R): TO-WORK TRANSITION; COMPREHENSIVE GUIDANCE;  
COUNSELING PSYCHOLOGY; SCHOOL; LIFE; AWARENESS; MOVEMENT

**9/8/4**

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04164704 Genuine Article#: 854SV Number of References: 0  
**Title: Strengthening self-worth and promoting health - Results of a  
health  
promotion project in the elementary school**  
2004

Journal Subject Category: PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH

**9/8/5**

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04161511 Genuine Article#: 902YJ Number of References: 64  
**Title: Prevention of the epidemic increase in child risk of overweight in  
low-income schools - The El Paso coordinated approach to child health**  
(ABSTRACT AVAILABLE)  
2005

Identifiers--KeyWord Plus(R): NUTRITION EXAMINATION SURVEY; 3RD  
NATIONAL-HEALTH; BODY-MASS INDEX; PHYSICAL-ACTIVITY; ADOLESCENT TRIAL;  
UNITED-STATES; INTERVENTION TRIAL; PROMOTION RESEARCH; US ADULTS;

CATCH

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Set	Items	Description
S1	4	STUDENT (W) PROMOTION
S2	302	ELEMENTARY (W) EDUCATION
S3	0	S1 AND S2
S4	232	STUDENT AND PROMOTION
S5	1987	ELEMENTARY AND EDUCATION
S6	0	S3 AND S4
S7	3076	(SCHOOL OR SOCIAL) AND PROMOTION
S8	6035	ELEMENTARY AND (SCHOOL OR EDUCATION)
S9	99	S7 AND S8

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S SCHOOL AND PROMOTION

	78046	SCHOOL
	12413	PROMOTION
S10	1104	SCHOOL AND PROMOTION

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S ELEMENTARY AND EDUCATION

	9106	ELEMENTARY
	129248	EDUCATION
S11	1987	ELEMENTARY AND EDUCATION

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S S10 AND S11

	1104	S10
	1987	S11
S12	50	S10 AND S11

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TYPE 12/8/1-5

**12/8/1**

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04161511 Genuine Article#: 902YJ Number of References: 64  
**Title: Prevention of the epidemic increase in child risk of overweight in low-income schools - The El Paso coordinated approach to child health**  
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**12/8/2**

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04158279 Genuine Article#: 901KO Number of References: 64

**Title: Impact of a short nutrition education program on food and nutrition knowledge of school-age children graduating from elementary school: A follow-up study 1995-2000, Chillan, Chile (ABSTRACT AVAILABLE)**  
2005

Descriptors--Author Keywords: nutrition ; education ; health promotion ; public health ; students ; learning ; knowledge ; attitudes and practices

Identifiers--KeyWord Plus(R): DISEASE RISK-FACTORS; METROPOLITAN REGION; PRESCHOOL-CHILDREN; PHYSICAL-ACTIVITY; HEART HEALTH; STUDENTS; ATTITUDES; BEHAVIOR; MOTHERS; ASSOCIATION

12/8/3

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04089503 Genuine Article#: 844LE Number of References: 64  
**Title: The role of physical education in the promotion of youth physical activity (ABSTRACT AVAILABLE)**

2004

Journal Subject Category: EDUCATION & EDUCATIONAL RESEARCH

Identifiers--KeyWord Plus(R): ELEMENTARY-SCHOOL-CHILDREN; MOTIVATIONAL CLIMATE; PERCEIVED COMPETENCE; CARDIOVASCULAR HEALTH; INTRINSIC MOTIVATION; ADOLESCENT GIRLS; STUDENTS; PERCEPTIONS; OBESITY; INTERVENTION

12/8/4

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04083271 Genuine Article#: 841DJ Number of References: 34  
**Title: Physical activity levels in elementary-school physical education: A comparison of swimming and nonswimming classes (ABSTRACT AVAILABLE)**

2004

Journal Subject Category: EDUCATION & EDUCATIONAL RESEARCH

Descriptors--Author Keywords: direct observation ; health promotion  
Identifiers--KeyWord Plus(R): LESSON CONTEXT; CHILDREN; STUDENTS; FITNESS; VALIDITY; HEALTH; PEDOMETRY; BEHAVIOR; TEACHER; YOUTH

12/8/5

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

04056335 Genuine Article#: 824GI Number of References: 48  
**Title: Sorting second-grade students: Differentiating those retained from those promoted (ABSTRACT AVAILABLE)**

2004

Journal Subject Category: PSYCHOLOGY, EDUCATIONAL

Identifiers--KeyWord Plus(R): GRADE RETENTION; MENTAL-RETARDATION; HIGH-SCHOOL; CLASSIFICATION; EDUCATION; ADOLESCENCE; ELEMENTARY; TEACHERS; BEHAVIOR; CHILDREN

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Set	Items	Description
S1	4	STUDENT (W) PROMOTION

S2 302 ELEMENTARY (W) EDUCATION  
S3 0 S1 AND S2  
S4 232 STUDENT AND PROMOTION  
S5 1987 ELEMENTARY AND EDUCATION  
S6 0 S3 AND S4  
S7 3076 (SCHOOL OR SOCIAL) AND PROMOTION  
S8 6035 ELEMENTARY AND (SCHOOL OR EDUCATION)  
S9 99 S7 AND S8  
S10 1104 SCHOOL AND PROMOTION  
S11 1987 ELEMENTARY AND EDUCATION  
S12 50 S10 AND S11  
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S S4 AND S11

232 S4  
1987 S11  
S13 13 S4 AND S11

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TYPE 13/8/1-5

13/8/1

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04089503 Genuine Article#: 844LE Number of References: 64

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13/8/2

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03978781 Genuine Article#: 741ZR Number of References: 65

**Title: The St-Louis du Parc Heart Health Project: a critical analysis of the reverse effects on smoking** (ABSTRACT AVAILABLE)

2003

Identifiers--KeyWord Plus(R): ABUSE PREVENTION CURRICULA; SCHOOL-BASED SMOKING; TOBACCO-USE; CIGARETTE-SMOKING; EDUCATION-PROGRAMS; ELEMENTARY-SCHOOLS; DRUG PREVENTION; LIFE EDUCATION; MASS-MEDIA; FOLLOW-UP

13/8/3

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03859397 Genuine Article#: 638WE Number of References: 27

**Title: How can primary concerns of school district superintendents guide school health efforts?** (ABSTRACT AVAILABLE)

2002

Journal Subject Category: EDUCATION & EDUCATIONAL RESEARCH; PUBLIC, ENVIRONMENTAL & OCCUPATIONAL HEALTH; NURSING

Identifiers--KeyWord Plus(R): PROMOTION; RECRUITMENT; EDUCATION; BEHAVIOR;  
PROJECT; COSTS

13/8/4

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

03647141 Genuine Article#: 455FE Number of References: 24

**Title: Effects of the CATCH physical education intervention - Teacher  
type**

**and lesson location** (ABSTRACT AVAILABLE)

2001

Descriptors--Author Keywords: child ; exercise ; health promotion ;  
physical fitness

Identifiers--KeyWord Plus(R): CARDIOVASCULAR HEALTH; ADOLESCENT TRIAL;  
CHILDREN; STUDENTS; CONTEXT; DIET

13/8/5

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03349271 Genuine Article#: 213UC Number of References: 48

**Title: Three-year maintenance of improved diet and physical activity -  
The**

**CATCH cohort** (ABSTRACT AVAILABLE)

1999

Journal Subject Category: PEDIATRICS

Identifiers--KeyWord Plus(R): CARDIOVASCULAR HEALTH CATCH; SCHOOL-BASED  
INTERVENTION; ADOLESCENT TRIAL; RISK-FACTORS; PSYCHOSOCIAL  
DETERMINANTS; DISEASE PREVENTION; BLOOD-PRESSURE; UNITED-STATES;  
CHILD;  
PROMOTION

?

Set	Items	Description
S1	4	STUDENT (W) PROMOTION
S2	302	ELEMENTARY (W) EDUCATION
S3	0	S1 AND S2
S4	232	STUDENT AND PROMOTION
S5	1987	ELEMENTARY AND EDUCATION
S6	0	S3 AND S4
S7	3076	(SCHOOL OR SOCIAL) AND PROMOTION
S8	6035	ELEMENTARY AND (SCHOOL OR EDUCATION)
S9	99	S7 AND S8
S10	1104	SCHOOL AND PROMOTION
S11	1987	ELEMENTARY AND EDUCATION
S12	50	S10 AND S11
S13	13	S4 AND S11

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S SOCIAL AND PROMOTION

247101 SOCIAL

12413 PROMOTION

S14 2257 SOCIAL AND PROMOTION

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Set	Items	Description
S1	4	STUDENT (W) PROMOTION
S2	302	ELEMENTARY (W) EDUCATION
S3	0	S1 AND S2
S4	232	STUDENT AND PROMOTION
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S9	99	S7 AND S8
S10	1104	SCHOOL AND PROMOTION
S11	1987	ELEMENTARY AND EDUCATION
S12	50	S10 AND S11
S13	13	S4 AND S11
S14	2257	SOCIAL AND PROMOTION

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S S14 AND S11

2257 S14

1987 S11

S15 10 S14 AND S11

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TYPE 15/8/1-5

15/8/1

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04056335 Genuine Article#: 824GI Number of References: 48

**Title: Sorting second-grade students: Differentiating those retained from those promoted** (ABSTRACT AVAILABLE)

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Journal Subject Category: PSYCHOLOGY, EDUCATIONAL

Identifiers--KeyWord Plus(R): GRADE RETENTION; MENTAL-RETARDATION; HIGH-SCHOOL; CLASSIFICATION; EDUCATION; ADOLESCENCE; ELEMENTARY; TEACHERS; BEHAVIOR; CHILDREN

15/8/2

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03978781 Genuine Article#: 741ZR Number of References: 65

**Title: The St-Louis du Parc Heart Health Project: a critical analysis of the reverse effects on smoking** (ABSTRACT AVAILABLE)

2003

Identifiers--KeyWord Plus(R): ABUSE PREVENTION CURRICULA; SCHOOL-BASED SMOKING; TOBACCO-USE; CIGARETTE-SMOKING; EDUCATION-PROGRAMS; ELEMENTARY-SCHOOLS; DRUG PREVENTION; LIFE EDUCATION; MASS-MEDIA; FOLLOW-UP

15/8/3

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03774056 Genuine Article#: 558HF Number of References: 27

**Title: The educational experiments of school health promotion for the youth**

**in Japan: analysis of the 'sport test' over the past 34 years** ( ABSTRACT AVAILABLE)

2002

Journal Subject Category: HEALTH POLICY & SERVICES; PUBLIC, ENVIRONMENTAL &

OCCUPATIONAL HEALTH

Descriptors--Author Keywords: educational experiments ; physical fitness/athletic ability ; school health promotion ; youth

Identifiers--KeyWord Plus(R): PHYSICAL-ACTIVITY; FITNESS

15/8/4

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

03762783 Genuine Article#: 550JE Number of References: 161

**Title: The effectiveness of interventions to increase physical activity - A**

**systematic review** (ABSTRACT AVAILABLE)

2002

Identifiers--KeyWord Plus(R): ELEMENTARY-SCHOOL-CHILDREN; CARDIOVASCULAR-DISEASE PREVENTION; DEPENDENT DIABETES-MELLITUS; CORONARY HEART-DISEASE; BONE-MINERAL DENSITY; WEIGHT-LOSS PROGRAM; HEALTH PROMOTION PROGRAM; HARVARD ALUMNI HEALTH; RISK-FACTORS; LIFE-STYLE

15/8/5

DIALOG(R)File 7:(c) 2005 Inst for Sci Info. All rts. reserv.

03700144 Genuine Article#: 496WB Number of References: 75

**Title: Meta-analysis of grade retention research: Implications for practice**

**in the 21st century** (ABSTRACT AVAILABLE)

2001

Journal Subject Category: PSYCHOLOGY, EDUCATIONAL

Identifiers--KeyWord Plus(R): KINDERGARTEN RETENTION; SCHOOL ADJUSTMENT; CHILDREN PROFIT; AT-RISK; STUDENTS; DROPOUT; NONPROMOTION;

ACHIEVEMENT;

ASSOCIATION; PERFORMANCE

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TYPE 15/9/1

15/9/1

DIALOG(R)File 7:Social SciSearch(R)  
(c) 2005 Inst for Sci Info. All rts. reserv.

04056335 Genuine Article#: 824GI Number of References: 48

**Title: Sorting second-grade students: Differentiating those retained from those promoted**

Author(s): Beebe-Frankenberger M (REPRINT); Bocian KM; MacMillan DL; Gresham FM

Corporate Source: Univ Montana, Dept Psychol, Missoula//MT/59812 (REPRINT); Univ Montana, Dept Psychol, Missoula//MT/59812; Univ Calif

Riverside, Grad

Sch Educ,Riverside//CA/

Journal: JOURNAL OF EDUCATIONAL PSYCHOLOGY, 2004, V96, N2 (JUN), P204-215

Publisher: AMER PSYCHOLOGICAL ASSOC, 750 FIRST ST NE, WASHINGTON, DC  
20002-4242 USA

Language: English Document Type: Article

Journal Subject Category: PSYCHOLOGY, EDUCATIONAL

Abstract: A cohort of 2nd-grade students provided comparisons of academic  
and social competence based on school retention/promotion decisions.

Sample groups were (a) retained, (b) at risk for retention, (c)  
special

education, and (d) promoted. Findings suggested most children with  
academic deficiencies are identified by schools early and are sorted  
into educational treatments differing in intensity that represent a  
continuum of competence. The authors provide empirical evidence  
counter

to the assumptions that retained students have the requisite ability  
to

catch up and have more problem behaviors than other low-achieving  
students. The relevance of high-stakes test scores for  
promotion/retention decisions and the parallels between schools'  
implementation of retention policy and implementation of regulations  
for identifying children with disabilities are included in the  
discussion.

Identifiers--KeyWord Plus(R): GRADE RETENTION; MENTAL-RETARDATION;  
HIGH-SCHOOL; CLASSIFICATION; EDUCATION; ADOLESCENCE; ELEMENTARY;  
TEACHERS; BEHAVIOR; CHILDREN

Cited References:

\*AM PSYCH ASS, 1980, DIAGN STAT MAN MENT  
\*CTR STUD SOC POL, 1994, KIDS COUNT DAT STAT  
\*HARC BRAC ED MEAS, 2000, TECHN DAT REP STANF  
\*US DEP ED, 1999, TAK RESP END SOC PRO  
ALEXANDER K, 1994, SUCCESS FAILURE MEAS  
BALOW IH, 1990, RETENTION GRADE FAIL  
BLOOM BS, 1984, V41, P4, EDUC LEADERSHIP  
BOCIAN KM, 1999, V14, P1, LEARNING DISABILITIE  
BYRNES DA, 1985, V106, P208, EDUCATION  
CAIRNS R, 1994, LIFELINES RISKS PATH  
CATTERALL JS, 1987, V71, P19, HIGH SCH J  
CLINTON W, 1997, STATE UNION ADDRESS  
CLINTON W, 1998, STATE UNION ADDRESS  
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DAWSON P, 1998, V26, P28, NASP COMMUNIQUE  
DENNING CB, 2000, V35, P226, EDUC TRAIN MENT RET  
GERBER MM, 1984, V19, P137, EDUC PSYCHOL  
GRESHAM FM, 1990, SOCIAL SKILSL RATING  
GRESHAM FM, 1997, V26, P47, SCHOOL PSYCHOL REV  
GRESHAM FM, 1987, V16, P543, SCHOOL PSYCHOL REV  
GRISSOM J, 1991, P16, FLUNKING GRADES RESS  
GUREWITZ S, 1995, V2, P15, RES SCH  
HEBER R, 1959, V56, MONOGRAPH S  
HEBER R, 1961, V65, P499, AM J MENT DEFIC  
HEUBERT JP, 1999, HIGH STAKES TESTING  
HINSHAW SP, 1992, V111, P127, PSYCHOL BULL  
HOLMES CT, 1984, V54, P225, REV EDUC RES  
HOLMES CT, 1989, P16, FLUNKING GRADES RES  
JIMERSON SR, 1997, V45, P613, REV EDUC RES  
JIMERSON SR, 2001, V30, P420, SCHOOL PSYCHOL REV

JIMERSON SR, 1999, V37, P243, J SCHOOL PSYCHOL  
JIMERSON SR, 2002, V39, P441, PSYCHOL SCHOOLS  
JUEL C, 1988, V80, P437, J EDUC PSYCHOL  
LANE KL, 1999, V7, P211, J EMOT BEHAV DISORD  
MACMILLAN DL, 1997, V30, P1, FOCUS EXCEPT CHILD  
MCGREW KS, 2001, TECHNICAL MANUAL WOO  
MERCER CD, 1996, V19, P217, LEARN DISABILITY Q  
RUMBERGER RW, 1995, V32, P583, AM EDUC RES J  
SANDOVAL J, 1984, V21, P457, PSYCHOL SCH  
SHEPARD LA, 1990, V47, P84, EDUC LEADERSHIP  
SMITH SS, 1997, P250, INQUIRIES LIT THEORY  
SWANSON J, 1999, V46, P993, PEDIATR CLIN N AM  
SWANSON J, 1992, SCH BASED ASSESSMENT  
WALKER HM, 1992, SYSTEMATIC SCREENING  
WALKER HM, 1991, SCH ARCHIVAL RECORDS  
WECHSLER D, 1999, WECHSLER ABBREVIATED  
WECHSLER D, 1997, WECHSLER INTELLIGENC  
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B 47

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21sep05 10:51:39 User732053 Session D431.2
  $4.01      2.670 DialUnits File7
    $0.00   20 Type(s) in Format  8
    $0.00    1 Type(s) in Format  9
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$1.10 INTERNET
$5.11 Estimated cost this search
$5.13 Estimated total session cost  2.991 DialUnits
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File 47:Gale Group Magazine DB(TM) 1959-2005/Sep 21  
(c) 2005 The Gale group

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$0.14 Estimated cost File47
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$0.16 Estimated cost this search
$5.29 Estimated total session cost  3.084 DialUnits
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File 47:Gale Group Magazine DB(TM) 1959-2005/Sep 21  
(c) 2005 The Gale group

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**Comment [q2]:** Did you expect that a full format in this citation index would be not full text but the full list of References?

S SOCIAL PROMOTION  
S1 0 SOCIAL PROMOTION  
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S ELEMENTARY SCHOOL  
S2 0 ELEMENTARY SCHOOL  
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Ref	Items	Index-term
E1	1	ELEMENTARY SCHOOL TEACHERS, SELF-RATING OF
E2	294	ELEMENTARY SCHOOL TEACHING
E3	729	*ELEMENTARY SCHOOLS
E4	1	ELEMENTARY SCHOOLS SECTION
E5	1	ELEMENTARY SCIENCE STUDY (TEACHING AID)
E6	2	ELEMENTARY, MY DEAR GROUCHO (BOOK)
E7	1	ELEMENTARYAND
E8	1	ELEMENTARYPARTICLES
E9	4	ELEMENTARYSCHOOL
E10	1	ELEMENTARYSCHOOLS
E11	1	ELEMENTAT
E12	1	ELEMENTATAL

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Ref	Items	Index-term
E1	30	SOCIAL PROGRESS
E2	1	SOCIAL PROGRESS.
E3	0	*SOCIAL PROMOTION
E4	1	SOCIAL PROMOTION.
E5	2	SOCIAL PROTEST LITERATURE: AN ENCYCLOPEDIA OF
E6	9	SOCIAL PSYCHIATRY
E7	247	SOCIAL PSYCHOLOGY
E8	3	SOCIAL PSYCHOLOGY.
E9	9	SOCIAL REALISM
E10	377	SOCIAL REFORMERS
E11	1	SOCIAL REGISTER
E12	1	SOCIAL REGISTER (BOOK)

Enter P or PAGE for more

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Ref	Items	Index-term
E1	2	STUDENT PRESS LAW CENTER
E2	1	STUDENT PROGRAMS
E3	0	*STUDENT PROMOTION
E4	22	STUDENT PUBLICATIONS
E5	1	STUDENT PUBLICATIONS.
E6	1	STUDENT PUGWASH (U.S.A.)
E7	1	STUDENT RECORDING AWARDS
E8	21	STUDENT RECORDS
E9	1	STUDENT RECREATION AND WELLNESS CENTER
E10	3	STUDENT RECRUITING
E11	10	STUDENT REGISTRATION

E12 1 STUDENT RELATIONSHIPS

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Ref	Items	Index-term
E1	2	STUDENSKI
E2	1	STUDENST
E3	76497	*STUDENT
E4	77	STUDENT ACHIEVEMENTS
E5	2	STUDENT ACHIEVEMENTS.
E6	2	STUDENT ACTION CORPS FOR ANIMALS
E7	17	STUDENT ACTIVISM.
E8	2	STUDENT ACTIVISTS.
E9	171	STUDENT ACTIVITIES
E10	22	STUDENT ADJUSTMENT
E11	1	STUDENT ADVISORY COMMITTEES
E12	335	STUDENT AID

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E E3  
>>>No related terms exist for this term  
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Ref	Items	Index-term
E1	3	ACADEMIAL
E2	4	ACADEMIANS
E3	56791	*ACADEMIC
E4	696	ACADEMIC ACHIEVEMENT
E5	11	ACADEMIC ACHIEVEMENT.
E6	4	ACADEMIC ADVISING
E7	1	ACADEMIC ALLIANCE FOR AIDS CARE AND PREVENTION
E8	2	ACADEMIC AMERICAN ENCYCLOPEDIA
E9	10	ACADEMIC AMERICAN ENCYCLOPEDIA (BOOK)
E10	1	ACADEMIC AMERICAN ENCYCLOPEDIA (VIDEO DISC)
E11	1	ACADEMIC AMERICAN ENCYCLOPEDIA (VIDEODISC)
E12	1	ACADEMIC ART.

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S	SCADEMIC AND ACHIEVEMENT	
	4	SCADEMIC
	30363	ACHIEVEMENT
S3	1	SCADEMIC AND ACHIEVEMENT

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S	ACADEMIC AND ACHIEVEMENT	
	56791	ACADEMIC

30363 ACHIEVEMENT  
S4 7004 ACADEMIC AND ACHIEVEMENT  
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S ELEMENTARY AND SCHOOLS  
23003 ELEMENTARY  
96107 SCHOOLS  
S5 11199 ELEMENTARY AND SCHOOLS  
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S S4 AND S5  
7004 S4  
11199 S5  
S6 1627 S4 AND S5  
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TYPE 6/8/1-5

**6/8/1**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158208 SUPPLIER NUMBER: 136076857 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Using student and teacher artifacts as case studies in educational  
psychology.**

May-June, 2005

WORD COUNT: 2405 LINE COUNT: 00249

DESCRIPTORS: Teacher centers--Government finance; Teacher centers--  
Forecasts and trends; Educational psychology--Study and teaching;  
Teachers--Training; Teachers--Government finance; Teachers--Forecasts  
and  
trends

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 010 Forecasts, trends, outlooks;900 Government  
expenditures

PRODUCT/INDUSTRY NAMES: 8292000 (Teacher Training & Development)

NAICS CODES: 611699 All Other Miscellaneous Schools and Instruction

FILE SEGMENT: MI File 47

**6/8/2**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07153670 SUPPLIER NUMBER: 135846420 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Good news for school libraries in Canada.(state aid to education)**

June, 2005

WORD COUNT: 2785 LINE COUNT: 00245

DESCRIPTORS: Ontario. Ministry of Education--Government finance;  
Toronto,  
Canada. District School Board--Government finance; Toronto, Canada.  
District School Board--Recruiting; School libraries--Government finance;  
School librarians--Recruiting; State aid to education; Quebec--Education

policy  
GEOGRAPHIC CODES/NAMES: 1CQUE Quebec; 1CONT Ontario; 1CANA Canada  
EVENT CODES/NAMES: 900 Government expenditures;970 Government domestic  
functions;280 Personnel administration  
PRODUCT/INDUSTRY NAMES: 8231000 (School Libraries)  
SIC CODES: 8231 Libraries  
NAICS CODES: 51412 Libraries and Archives

**6/8/3**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07151552 SUPPLIER NUMBER: 135841577 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Democracy in action: new NEA resolutions and resolutions amended at the  
2005 representative assembly.(RESOLUTIONS)**

Sept, 2005

WORD COUNT: 8216 LINE COUNT: 00733

DESCRIPTORS: National Education Association--Management; National  
Education Association--Aims and objectives; Teachers' unions--  
Management;

Teachers' unions--Aims and objectives

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics;220 Strategy & planning

FILE SEGMENT: MI File 47

**6/8/4**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07151531 SUPPLIER NUMBER: 135841552 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**The D word: discipline problems weigh on educators today more than ever.  
But don't despair--there's plenty you can do to knock your challenges  
down to size.(Cover Story)**

Sept, 2005

WORD COUNT: 3693 LINE COUNT: 00280

DESCRIPTORS: Teachers--Management; Teachers--Beliefs, opinions and  
attitudes; School discipline--Management

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics;280 Personnel administration

FILE SEGMENT: MI File 47

**6/8/5**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07145304 SUPPLIER NUMBER: 134954781 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Dance finder: a career & learning resource guide.(Directory)**

August, 2005

WORD COUNT: 21582 LINE COUNT: 02107

GEOGRAPHIC CODES/NAMES: 1USA United States; 4E Europe; 1CANA Canada  
PRODUCT/INDUSTRY NAMES: 7910000 (Dance Halls, Studios & Schools)  
SIC CODES: 7911 Dance studios, schools, and halls  
NAICS CODES: 61161 Fine Arts Schools  
FILE SEGMENT: MI File 47

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Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5

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S STUDENT AND PROMOTION  
76497 STUDENT  
28446 PROMOTION  
S7 2956 STUDENT AND PROMOTION

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S ELEMENTARY AND SCHOOLS  
23003 ELEMENTARY  
96107 SCHOOLS  
S8 11199 ELEMENTARY AND SCHOOLS

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TYPE 8/8/1-5

**8/8/1**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158941 SUPPLIER NUMBER: 136379973 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**The Feds Pledge to Fight for the Pledge.(Brief Article)**

Sept 26, 2005

WORD COUNT: 175 LINE COUNT: 00016

DESCRIPTORS: Pledge of Allegiance (Oath)--Laws, regulations and rules;  
Public schools--Laws, regulations and rules; Constitutional law--  
Interpretation and construction; Church and state--Laws, regulations and  
rules; Allegiance--Interpretation and construction

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 930 Government regulation;940 Government regulation  
(cont);980 Legal issues & crime

PRODUCT/INDUSTRY NAMES: 8200100 (Education, Public); 8210100 (Public  
Schools); 9101990 (Constitutional Procedures)

SIC CODES: 8211 Elementary and secondary schools; 8200 EDUCATIONAL  
SERVICES

NAICS CODES: 611 Educational Services; 61111 Elementary and Secondary  
Schools; 92219 Other Justice, Public Order, and Safety Activities

FILE SEGMENT: MI File 47

8/8/2

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158555 SUPPLIER NUMBER: 136317130

**Public Bailout. Private Agenda? The feds plan to cover education costs for**

**Katrina kids. Is it a rescue or a massive voucher experiment?(Nation/Hurricane Katrina/Back to School)**

Sept 26, 2005

DESCRIPTORS: Disaster relief--Texas; Disaster relief--United States;  
Disaster relief--Government finance; Private schools--Government  
finance;

Federal aid to education--Finance; Federal aid to education--Statistics;  
Disaster victims--Government finance; Disaster victims--Education;  
Hurricane Katrina, 2005--Political aspects

GEOGRAPHIC CODES/NAMES: 1U7TX Texas; 1USA United States

NAMED PERSONS: Spellings, Margaret--Education policy

EVENT CODES/NAMES: 900 Government expenditures;680 Labor Distribution by  
Employer;250 Financial management;970 Government domestic functions

PRODUCT/INDUSTRY NAMES: 9107800 (Disaster Relief & Insurance); 8200200  
(Education, Private); 9107810 (Disaster Relief); 8210200 (Private  
Schools)

SIC CODES: 8211 Elementary and secondary schools; 8200 EDUCATIONAL  
SERVICES

NAICS CODES: 92219 Other Justice, Public Order, and Safety Activities;  
611 Educational Services; 61111 Elementary and Secondary Schools

FILE SEGMENT: MI File 47

8/8/3

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158417 SUPPLIER NUMBER: 136210155 (USE FORMAT 7 OR 9 FOR FULL  
TEXT

)

**Open house for area schools.(Special Advertising  
Section)(Advertisement)(Calendar)**

Sept, 2005

WORD COUNT: 1448 LINE COUNT: 00122

DESCRIPTORS: Schools--Calendars; School assemblies--Calendars  
FILE SEGMENT: MI File 47

8/8/4

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158212 SUPPLIER NUMBER: 136076862 (USE FORMAT 7 OR 9 FOR FULL  
TEXT

)

**Learning about peers: a missed opportunity for educational psychology.**

May-June, 2005

WORD COUNT: 3728 LINE COUNT: 00319

DESCRIPTORS: Teacher centers--Usage; Interpersonal relations--Training;

Teachers--Training; Teachers--Usage  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 280 Personnel administration  
PRODUCT/INDUSTRY NAMES: 8292000 (Teacher Training & Development)  
NAICS CODES: 611699 All Other Miscellaneous Schools and Instruction  
FILE SEGMENT: MI File 47

8/8/5

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158211 SUPPLIER NUMBER: 136076861 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Teaching educational psychology in an online environment.**

May-June, 2005

WORD COUNT: 3148 LINE COUNT: 00266

DESCRIPTORS: Online education--Management; Educational psychology--Study  
and teaching

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics

FILE SEGMENT: MI File 47

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Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5
S7	2956	STUDENT AND PROMOTION
S8	11199	ELEMENTARY AND SCHOOLS

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S ELEMENTARY  
S9 23003 ELEMENTARY

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Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5
S7	2956	STUDENT AND PROMOTION
S8	11199	ELEMENTARY AND SCHOOLS
S9	23003	ELEMENTARY

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2956 S7  
23003 S9

S10 514 S7 AND S9

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TYPE 10/8/1-5

10/8/1

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07153655 SUPPLIER NUMBER: 135846405 (USE FORMAT 7 OR 9 FOR FULL TEXT

)

**Make your load lighter with STARS.(Student Teaching and Research Services,**

**training students to help school librarians and manage library)**

June, 2005

WORD COUNT: 826 LINE COUNT: 00127

DESCRIPTORS: Students--Education; School libraries--Management; School librarians--Management; Educational programs--Evaluation

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics

PRODUCT/INDUSTRY NAMES: 8231000 (School Libraries)

SIC CODES: 8231 Libraries

NAICS CODES: 51412 Libraries and Archives

10/8/2

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07151552 SUPPLIER NUMBER: 135841577 (USE FORMAT 7 OR 9 FOR FULL TEXT

)

**Democracy in action: new NEA resolutions and resolutions amended at the 2005 representative assembly.(RESOLUTIONS)**

Sept, 2005

WORD COUNT: 8216 LINE COUNT: 00733

DESCRIPTORS: National Education Association--Management; National Education Association--Aims and objectives; Teachers' unions--Management;

Teachers' unions--Aims and objectives

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics;220 Strategy & planning

FILE SEGMENT: MI File 47

10/8/3

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07132569 SUPPLIER NUMBER: 135164109 (USE FORMAT 7 OR 9 FOR FULL TEXT

)

**Steamy Chicago conference breaks ALA record: tackling the big issues--from**

**patriotism to privacy--27,900 attendees made the Windy City ALA's most popular venue ever.(ANNUAL CONFERENCE)**

August, 2005

WORD COUNT: 12610 LINE COUNT: 01019

DESCRIPTORS: A.L.A.--Conferences, meetings and seminars; Trade and professional associations--Conferences, meetings and seminars; Librarians  
--Conferences, meetings and seminars; Conferences and conventions; Chicago, Illinois--Conferences, meetings and seminars  
GEOGRAPHIC CODES/NAMES: 1USA United States  
PRODUCT/INDUSTRY NAMES: 8620000 (Professional Membership Assns); 9914360 (Sales Meetings & Conventions)  
SIC CODES: 8621 Professional organizations  
NAICS CODES: 81392 Professional Organizations  
FILE SEGMENT: MI File 47

10/8/4

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07132047 SUPPLIER NUMBER: 135164110 (USE FORMAT 7 OR 9 FOR FULL TEXT  
)

**Libraries, literacy & learning in the 21st century.(America's public library system)**

August, 2005

WORD COUNT: 7595 LINE COUNT: 00699

DESCRIPTORS: Librarians--Management; Public libraries--Information management; Public libraries--Forecasts and trends  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 200 Management dynamics;010 Forecasts, trends, outlooks  
;260 General services  
PRODUCT/INDUSTRY NAMES: 8233000 (Public Libraries)  
SIC CODES: 8231 Libraries  
NAICS CODES: 51412 Libraries and Archives  
FILE SEGMENT: MI File 47

10/8/5

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07113646 SUPPLIER NUMBER: 134117785 (USE FORMAT 7 OR 9 FOR FULL TEXT  
)

**The Power of Potter.**

July 25, 2005

WORD COUNT: 3129 LINE COUNT: 00233

DESCRIPTORS: Harry Potter and the Half-Blood Prince (Book); Reading--Statistics; Graphic novels--Growth; Books--Analysis  
GEOGRAPHIC CODES/NAMES: 1USA United States  
NAMED PERSONS: Rowling, J.K.--Analysis  
EVENT CODES/NAMES: 680 Labor Distribution by Employer  
FILE SEGMENT: MI File 47  
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Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5
S7	2956	STUDENT AND PROMOTION
S8	11199	ELEMENTARY AND SCHOOLS
S9	23003	ELEMENTARY
S10	514	S7 AND S9
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S SCHOOL AND PROMOTION

	230823	SCHOOL
	28446	PROMOTION
S11	7585	SCHOOL AND PROMOTION

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Set	Items	Description
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S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5
S7	2956	STUDENT AND PROMOTION
S8	11199	ELEMENTARY AND SCHOOLS
S9	23003	ELEMENTARY
S10	514	S7 AND S9
S11	7585	SCHOOL AND PROMOTION
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S11 AND S8

	191345	11
	11199	S8
S12	2860	11 AND S8

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TYPE 12/8/1-5

**12/8/1**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158417 SUPPLIER NUMBER: 136210155 (USE FORMAT 7 OR 9 FOR FULL TEXT

)

**Open house for area schools.(Special Advertising Section)(Advertisement)(Calendar)**

Sept, 2005

WORD COUNT: 1448 LINE COUNT: 00122

DESCRIPTORS: Schools--Calendars; School assemblies--Calendars  
FILE SEGMENT: MI File 47

12/8/2

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07158211 SUPPLIER NUMBER: 136076861 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Teaching educational psychology in an online environment.**

May-June, 2005

WORD COUNT: 3148 LINE COUNT: 00266

DESCRIPTORS: Online education--Management; Educational psychology--Study  
and teaching

GEOGRAPHIC CODES/NAMES: 1USA United States

EVENT CODES/NAMES: 200 Management dynamics

FILE SEGMENT: MI File 47

12/8/3

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07156946 SUPPLIER NUMBER: 122660859 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Children creating core properties of language: evidence from an emerging  
sign language in Nicaragua.(Reports)**

Sept 17, 2004

WORD COUNT: 3473 LINE COUNT: 00293

DESCRIPTORS: Sign language--Design and construction; Language  
acquisition

--Structure; Children--Education

GEOGRAPHIC CODES/NAMES: 1USA United States; 4EUUK United Kingdom;  
7TURK

Turkey; 2NICA Nicaragua; 4EUNE Netherlands

PRODUCT/INDUSTRY NAMES: E121920 (Children)

FILE SEGMENT: MI File 47

12/8/4

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07153679 SUPPLIER NUMBER: 135886390 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**BEA's regional economic accounts program: recent and planned  
improvements.(Bureau of Economic Analysis )**

July, 2005

WORD COUNT: 3888 LINE COUNT: 00364

DESCRIPTORS: United States. Bureau of Economic Analysis--Powers and  
duties; Personal income--Analysis; Gross state product--Analysis;  
Economic development--United States

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 8515300 (Development); 9008000 (Economic  
Programs--Total Govt); 9122620 (Bureau of Economic Analysis)

NAICS CODES: 5417 Scientific Research and Development Services; 926  
Administration of Economic Programs; 92611 Administration of General

Economic Programs  
FILE SEGMENT: MI File 47

12/8/5

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07153670 SUPPLIER NUMBER: 135846420 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Good news for school libraries in Canada.(state aid to education)**  
June, 2005  
WORD COUNT: 2785 LINE COUNT: 00245

DESCRIPTORS: Ontario. Ministry of Education--Government finance;  
Toronto,  
Canada. District School Board--Government finance; Toronto, Canada.  
District School Board--Recruiting; School libraries--Government finance;  
School librarians--Recruiting; State aid to education; Quebec--Education  
policy  
GEOGRAPHIC CODES/NAMES: 1CQUE Quebec; 1CONT Ontario; 1CANA Canada  
EVENT CODES/NAMES: 900 Government expenditures;970 Government domestic  
functions;280 Personnel administration  
PRODUCT/INDUSTRY NAMES: 8231000 (School Libraries)  
SIC CODES: 8231 Libraries  
NAICS CODES: 51412 Libraries and Archives  
?

Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS
S6	1627	S4 AND S5
S7	2956	STUDENT AND PROMOTION
S8	11199	ELEMENTARY AND SCHOOLS
S9	23003	ELEMENTARY
S10	514	S7 AND S9
S11	7585	SCHOOL AND PROMOTION
S12	2860	11 AND S8

?

S SOCIAL (W) PROMOTION  
278421 SOCIAL  
28446 PROMOTION  
S13 177 SOCIAL (W) PROMOTION  
?

Set	Items	Description
S1	0	SOCIAL PROMOTION
S2	0	ELEMENTARY SCHOOL
S3	1	SCADEMIC AND ACHIEVEMENT
S4	7004	ACADEMIC AND ACHIEVEMENT
S5	11199	ELEMENTARY AND SCHOOLS

S6 1627 S4 AND S5  
S7 2956 STUDENT AND PROMOTION  
S8 11199 ELEMENTARY AND SCHOOLS  
S9 23003 ELEMENTARY  
S10 514 S7 AND S9  
S11 7585 SCHOOL AND PROMOTION  
S12 2860 11 AND S8  
S13 177 SOCIAL (W) PROMOTION  
?

S S13 AND S8  
177 S13  
11199 S8  
S14 64 S13 AND S8  
?

TYPE 14/8/1-5

**14/8/1**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07037469 SUPPLIER NUMBER: 130136829 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**Is retention better than social promotion for students?(Debate)**  
March, 2005  
WORD COUNT: 758 LINE COUNT: 00062

DESCRIPTORS: Slow learning children--Management; Promotion (School)--  
Forecasts and trends; Promotion (School)--Analysis  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 200 Management dynamics;010 Forecasts, trends,  
outlooks  
FILE SEGMENT: MI File 47

**14/8/2**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

07007731 SUPPLIER NUMBER: 128182469 (USE FORMAT 7 OR 9 FOR FULL  
TEXT  
)

**TECHNOLOGY: Media Dumbness and Other Rants.(educational technology)**  
Feb, 2005  
WORD COUNT: 1719 LINE COUNT: 00135

DESCRIPTORS: Educational technology--Research; Teaching--Equipment and  
supplies; Teaching--Research  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 310 Science & research  
FILE SEGMENT: MI File 47

**14/8/3**

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

06994041 SUPPLIER NUMBER: 126940192 (USE FORMAT 7 OR 9 FOR FULL  
TEXT

)

**Test Mess 2: Are We Doing Better a Year Later?**

Jan, 2005

WORD COUNT: 5329 LINE COUNT: 00422

DESCRIPTORS: Educational tests and measurements--Political aspects;  
Educational tests and measurements--Social aspects; Educational tests  
and  
measurements--Standards; Examinations--Political aspects; Examinations--  
Social aspects; Examinations--Standards; Academic achievement--  
Measurement; Academic achievement--Comparative analysis; Examinations--  
Interpretation; Examinations--Validity; Examinations--Comparative  
analysis; Educational tests and measurements--Validity; Educational  
tests  
and measurements--Comparative analysis; Psychological tests for children  
--Validity; Psychological tests for children--Comparative analysis;  
Achievement tests--Validity; Achievement tests--Comparative analysis;  
Employment tests--Validity; Employment tests--Comparative analysis;  
Function tests (Medicine)--Validity; Function tests (Medicine)--  
Comparative analysis; Intelligence tests--Validity; Intelligence tests--  
Comparative analysis; Occupational aptitude tests--Validity;  
Occupational  
aptitude tests--Comparative analysis; Personality tests--Validity;  
Personality tests--Comparative analysis; Psychological tests--Validity;  
Psychological tests--Comparative analysis  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 350 Product standards, safety, & recalls;290 Public  
affairs  
PRODUCT/INDUSTRY NAMES: 2731950 (Educational Tests)  
SIC CODES: 2731 Book publishing  
NAICS CODES: 511199 All Other Publishers  
FILE SEGMENT: MI File 47

14/8/4

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

06979041 SUPPLIER NUMBER: 127058738 (USE FORMAT 7 OR 9 FOR FULL  
TEXT

)

**Should students have to take drug tests to participate in extracurricular  
activities?(Debate)**

Jan, 2005

WORD COUNT: 758 LINE COUNT: 00061

DESCRIPTORS: Teachers--Beliefs, opinions and attitudes; Student  
activities--Management; Mandatory drug testing--Usage  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 200 Management dynamics  
FILE SEGMENT: MI File 47

14/8/5

DIALOG(R)File 47:(c) 2005 The Gale group. All rts. reserv.

06866837 SUPPLIER NUMBER: 121672263 (USE FORMAT 7 OR 9 FOR FULL TEXT)

)  
**When pass is a four-letter word.(Report Cards)**

July-August, 2004  
WORD COUNT: 315 LINE COUNT: 00027

DESCRIPTORS: Student records; Education law  
GEOGRAPHIC CODES/NAMES: 1USA United States  
FILE SEGMENT: MI File 47  
STATUTE NAME: No Child Left Behind Act of 2001  
?

TYPE 14/9/1

**14/9/1**

DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2005 The Gale group. All rts. reserv.

07037469 SUPPLIER NUMBER: 130136829 (THIS IS THE FULL TEXT)

**Is retention better than social promotion for students?(Debate)**

Mohl, John; Slifer, Jennifer

NEA Today, 23, 6, 48(1)

March, 2005

ISSN: 0734-7219 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 758 LINE COUNT: 00062

TEXT:

(YES)

When I first called on Brendan," a rent transfer to the district, to read, he refused. His homework was copied from a friend if clone at all, and he failed to comprehend a passage after fumbling over words when I finally got him to read aloud. Despite his third-grade reading level, Brendan was allowed into eighth grade. He was a product of social promotion.

Social promotion has three detrimental effects on the education system. It taxes both teachers and students. Promoting a student into a higher level of English when he lacks basic reading skills, as was the case

with Brendan, places undue burden on future teachers and students.

Socially

promoted students monopolize teacher attention, and other students' learning opportunities are limited as a result.

Second, it sends a message to students that they can move on to the next level even if they lack the required knowledge or effort. I once taught a summer school class with two particularly unruly students who were

unfazed by the threat of being held back for failing. They knew they'd be eighth graders regardless of their performance. They were right, and became

burdens to their new teachers (that oversight, fortunately, was later rectified).

Social promotion also distances schools from their goals of fulfilling No Child Left Behind standards. How can anybody expect a student

with elementary math skills to perform proficiently on an eighth-grade standardized math exam?

Some argue that social promotion maintains the self-esteem of low-achieving students. I agree that humanism should be an important component in our teaching. But the "real world" has neither time nor regard for making sure every person feels worthwhile. Teachers have the responsibility to introduce, to some degree, the benefits of making the mark and the consequences of not doing so. Truth be told, I'd rather see Brendan held back in eighth than held back in life.

JOHN MOHL teaches German and social studies at Cedarbrook Middle School in Wyncote, Pennsylvania.

(NO)

Each year, we all have a "Brendan" or two and we are frustrated and angry that he advanced with such evident skill deficiencies. But would Brendan be helped by retention, the traditional solution for struggling students?

Social promotion by itself is not a good practice. Retention does not, however, solve the problems of low-achieving students. Research shows that retained students do not improve their academic performance compared with similar counterparts who were promoted, and retained students struggle with self-esteem. Social promotion isn't the answer if it means we send students on to the next grade ill-prepared for the workload. "Brendan" is failing, but so are we as educators if we don't provide the help he needs to keep up with his peers. So let's provide that help.

Is it time to review our centuries-old system of grouping students by age? Perhaps all students should be placed in multi-age classrooms. This arrangement would assist students who struggle to learn as quickly as their peers of the same age and would eliminate self-esteem issues caused by retention.

Another approach: Instead of retaining a student, why don't we promote struggling students with an individualized education plan (as we do for our special education students) to help them catch up to their peers? Most struggling students who are promoted do not meet the requirements for special education but they do need assistance that, unfortunately, we are not mandated to provide.

Maybe it's time to get serious about early intervention and provide funding for programs for struggling students before they reach middle and high school.

Our choices should not be just promoting students versus retaining them.

Passing struggling students to the next grade is a failure of the system if we don't have a plan to help them catch up. But retention isn't the answer, either.

JENNIFER SLIFER teaches sixth-grade language arts at Thomas Edison Magnet Middle School in Meriden, Connecticut.

WHAT'S YOUR OPINION?

Is retention better than social promotion for students? To vote, visit our Web site at [www.nea.org/neatoday](http://www.nea.org/neatoday) and see the results instantly. Should tracking be abolished? The tally on this NEA Today Debate question: 40% Yes 60% No

Should the school year be longer? If you'd like to take part in this future Debate, send a brief note to Alain Jehlen, [ajehlen@nea.org](mailto:ajehlen@nea.org).

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DESCRIPTORS: Slow learning children--Management; Promotion (School)--  
Forecasts and trends; Promotion (School)--Analysis  
GEOGRAPHIC CODES/NAMES: 1USA United States  
EVENT CODES/NAMES: 200 Management dynamics;010 Forecasts, trends,  
outlooks  
FILE SEGMENT: MI File 47  
?

Welcome to DialogClassic Web(tm) E1Q5

Dialog level 05.06.01D
Reconnected in file 1 20sep05 15:44:01
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File 1:ERIC 1966-2004/Jul 21
(c) format only 2004 Dialog
\*File 1: Updates suspended until Q4 2005.

Set Items Description
Cost is in DialUnits
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B 1
20sep05 15:44:05 User732053 Session D430.3
\$0.15 0.097 DialUnits File1
\$0.15 Estimated cost File1
\$0.01 INTERNET
\$0.16 Estimated cost this search
\$0.16 Estimated total session cost 0.097 DialUnits

File 1:ERIC 1966-2004/Jul 21
(c) format only 2004 Dialog
\*File 1: Updates suspended until Q4 2005.

Set Items Description
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Table with 4 columns: Ref, Items, RT, Index-term. Lists search results for CHILDREN, including items like CHILDRED, CHILDREM, and CHILDREN ACT 1989.

Enter P or PAGE for more

?

Table with 3 columns: Ref, Items, Index-term. Lists search results for CHILDREN CANT WAIT PROJECT, CHILDREN DEPRESSION SCALE, etc.

E20	1	CHILDREN MEDIA DATA BANK
E21	1	CHILDREN MOTIVATION ANALYSIS TEST
E22	1	CHILDREN NORTH ECIP
E23	1	CHILDREN OF A LESSER GOD
E24	1	CHILDREN OF ADMINISTRATORS

Enter P or PAGE for more

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Ref	Items	Index-term
E25	90	CHILDREN OF ALCOHOLICS
E26	2	CHILDREN OF ALCOHOLICS SCREENING TEST
E27	1	CHILDREN OF BATTERED WOMEN
E28	1	CHILDREN OF DIVORCE
E29	2	CHILDREN OF DIVORCE (PROGRAM)
E30	9	CHILDREN OF HOMOSEXUAL PARENTS
E31	21	CHILDREN OF IMMIGRANTS
E32	1	CHILDREN OF SEPARATION AND DIVORCE CENTER
E33	14	CHILDREN OF SUBSTANCE ABUSERS
E34	1	CHILDREN OF THE FUTURE (SWEDEN)
E35	1	CHILDREN S LITERATURE
E36	1	CHILDREN WITH DISABILITIES

Enter P or PAGE for more

?

Ref	Items	Index-term
E37	1	CHILDREN WITH HIGH ACADEMIC POTENTIAL (PROGRAM)
E38	3	CHILDREN WITH LEARNING DISABILITIES ACT 1969
E39	1	CHILDREN YOUNG PERSONS AND THEIR FAMILIES ACT
E40	1	CHILDREN YOUTH INTENSIVE CASE MANAGEMENT PROG
E41	2	CHILDREN:S GAMES
E42	2	CHILDREN'S ASSOCIATIVE RESPONDING TEST
E43	1	CHILDREN'S CODE
E44	3	CHILDREN'S EMBEDDED FIGURES TEST
E45	1	CHILDREN'S GAMES
E46	1	CHILDREN'S HOME OF CINCINNATI
E47	1	CHILDREN'S HOSPITAL NATIONAL MEDICAL CENTER
E48	1	CHILDREN'S HOSPITAL OF PHILADELPHIA

Enter P or PAGE for more

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Ref	Items	Index-term
E49	1	CHILDREN'S LIFE STYLE GUIDE
E50	2	CHILDREN'S PERSONALITY QUESTIONNAIRE

?

Ref	Items	Index-term
E1	1	CHILD WELL BEING SCALES (MAGURA AND MOSES)
E2	1	CHILD WITNESSES
E3	0	*CHILD?
E4	1	CHILD'S REPORT PARENT BEHAVIOR INVENTORY (REVI

E5	1	CHILDABUSE
E6	1	CHILDATA
E7	3	CHILDBEARER
E8	13	CHILDBEARERS
E9	531	CHILDBEARING
E10	1	CHILDBEARING PATTERNS
E11	1	CHILDBEARINGWHILE
E12	1	CHILDBEATING

Enter P or PAGE for more

?

Ref	Items	RT	Index-term
E13	1		CHILDBED
E14	290	1	CHILDBIRTH
E15	1		CHILDBIRTH COACHES
E16	1		CHILDBIRTH EDUCATION
E17	1		CHILDBIRTH ENVIRONMENT
E18	1		CHILDBIRTH PREPARATION CLASSES
E19	7		CHILDBIRTHS
E20	1		CHILDBOOD
E21	1		CHILDBOOKREVIEWS
E22	535		CHILDCARE
E23	1		CHILDCARE SWITCHBOARD CA
E24	3		CHILDCAREAWARE

Enter P or PAGE for more

?

Ref	Items	Index-term
E25	1	CHILDCENTERED
E26	2	CHILDCOUNT
E27	1	CHILDCOUNTS
E28	9	CHILDCRAFT
E29	7	CHILDE
E30	1	CHILDEARS
E31	39	CHILDEN
E32	1	CHILDERBURG
E33	9	CHILDERN
E34	30	CHILDERS
E35	1	CHILDERS V DALLAS POLICE TX
E36	18	CHILDES

Enter P or PAGE for more

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Ref	Items	Index-term
E37	1	CHILDES DATABASE
E38	1	CHILDFEEDING
E39	17	CHILDFIND
E40	8	CHILDFREE
E41	1	CHILDHAVEN
E42	1	CHILDHEALTH
E43	1	CHILDHELP

E44	1	CHILDHELPING
E45	3	CHILDHHOD
E46	1	CHILDHHOOD
E47	5	CHILDHOD
E48	4	CHILDHOO

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E49	35139		CHILDHOOD
E50	0	1	CHILDHOOD (1966 1980)

?

E E49

>>>No related terms exist for this term

?

Ref	Items	Type	RT	Index-term
R1	0		1	*CHILDHOOD (1966 1980)
R2	171420	U	49	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)

?

Ref	Items	RT	Index-term
E1	5		CHILDHOD
E2	4		CHILDHOO
E3	35139		*CHILDHOOD
E4	0	1	CHILDHOOD (1966 1980)
E5	1		CHILDHOOD AND ADOLESCENCE RESEARCH TEST (CART)
E6	2		CHILDHOOD AND GOVERNMENT PROJECT
E7	2800	5	CHILDHOOD ATTITUDES (ATTITUDES OF, NOT TOWARD, CHILDREN
			(NOTE: PR...)
E8	15		CHILDHOOD AUTISM RATING SCALE
E9	1		CHILDHOOD BEREAVEMENT
E10	1		CHILDHOOD COLLECTION PREFERENCES
E11	12		CHILDHOOD DEPRESSION
E12	1		CHILDHOOD DEPRESSION INVENTORY

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E13	1		CHILDHOOD DEVELOPMENT ASSOCIATE
E14	8		CHILDHOOD DISINTEGRATIVE DISORDER
E15	1		CHILDHOOD EDUCATION
E16	1		CHILDHOOD EDUCATION (JOURNAL)
E17	4		CHILDHOOD EDUCATION PROGRAM
E18	1		CHILDHOOD EXPERIENCE
E19	119		CHILDHOOD EXPERIENCES
E20	0	1	CHILDHOOD FRIENDSHIP (1966 1980)
E21	13		CHILDHOOD FUN
E22	32		CHILDHOOD ILLNESSES

E23	664	5	CHILDHOOD INTERESTS (OBJECTS, ACTIVITIES, PERSONS, ETC. THAT ENGA...)
E24	1		CHILDHOOD LEARNING PROCESSES

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E1	2		LIBRARIES OF THE MISSOURI INFORMATION NETWORK
E2	1		LIBRARO
E3	45237		*LIBRARY
E4	4		LIBRARY ACCESS SERVICES
E5	1		LIBRARY ACCOUNTABILITY
E6	1580	8	LIBRARY ACQUISITION (PROCESS OF ACQUIRING LIBRARY MATERIALS BY PU...)
E7	6		LIBRARY ACT 1972 (GREAT BRITAIN)
E8	2907	14	LIBRARY ADMINISTRATION
E9	1		LIBRARY ADMINISTRATION AND MANAGEMENT ASSOC
E10	1		LIBRARY ADMINISTRATIVE RECORDS
E11	66	1	LIBRARY ADMINISTRATORS
E12	0	1	LIBRARY AIDES

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E1	1		LIBRARY TRUSTEES
E2	1		LIBRARY UNIONS
E3	8		*LIBRARY USE
E4	1		LIBRARY USER EDUCATION
E5	4		LIBRARY USER INFORMATION SERVICE
E6	0	1	LIBRARY USER NEEDS
E7	0	1	LIBRARY USER SATISFACTION
E8	385	1	LIBRARY USERS
E9	1		LIBRARY UTILIZATION
E10	1		LIBRARY VENDOR RELATIONSHIP
E11	1		LIBRARY-COLLEGE
E12	1		LIBRARYBASED

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E1	2		LIBRARIE
E2	1		LIBRARIEANS
E3	32629	44	*LIBRARIES (INSTITUTIONS HOUSING COLLECTIONS OF SYSTEMAT...)
E4	11		LIBRARIES AND THE LEARNING SOCIETY

E5	1		LIBRARIES AND THE LEARNING SOCIETY PROJECT
E6	1		LIBRARIES INFORMATION ACCESS SYSTEM
E7	2		LIBRARIES OF THE MISSOURI INFORMATION NETWORK
E8	1		LIBRARO
E9	45237		LIBRARY
E10	4		LIBRARY ACCESS SERVICES
E11	1		LIBRARY ACCOUNTABILITY
E12	1580	8	LIBRARY ACQUISITION (PROCESS OF ACQUIRING LIBRARY MATERIALS BY PU...)

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E13	6		LIBRARY ACT 1972 (GREAT BRITAIN)
E14	2907	14	LIBRARY ADMINISTRATION
E15	1		LIBRARY ADMINISTRATION AND MANAGEMENT ASSOC
E16	1		LIBRARY ADMINISTRATIVE RECORDS
E17	66	1	LIBRARY ADMINISTRATORS
E18	0	1	LIBRARY AIDES
E19	0	1	LIBRARY AIDS
E20	25		LIBRARY AND INFORMATION SCIENCE ABSTRACTS
E21	1		LIBRARY AND INFORMATION SCIENCE TODAY
E22	1		LIBRARY AND INFORMATION SKILLS PROGRAM NY
E23	1		LIBRARY AND INFORMATION TECHNOLOGY ASSOC ALA
E24	2		LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E25	1		LIBRARY AND LEARNING RESOURCES PROGRAM CA
E26	1		LIBRARY AND RESEARCH CONSULTATIONS
E27	17		LIBRARY ANXIETY
E28	1		LIBRARY ARCHIVES AND DOCUMENTATION SERVICES
E29	1		LIBRARY ASSOCIATION (ENGLAND)
E30	1		LIBRARY ASSOCIATION OF ALBERTA (CANADA)
E31	9		LIBRARY ASSOCIATION OF AUSTRALIA
E32	1		LIBRARY ASSOCIATION OF IRELAND
E33	1509	7	LIBRARY ASSOCIATIONS (GROUPS OF LIBRARIANS ORGANIZED ON A LOCAL, D...)
E34	18		LIBRARY ATTITUDES
E35	3683	10	LIBRARY AUTOMATION (APPLICATION OF COMPUTERS AND RELATED EQUIPME...)
E36	1		LIBRARY AUTOMATION RESEARCH AND CONSULTING ASS

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E37	3		LIBRARY AWARENESS PROGRAM

E38	41		LIBRARY BILL OF RIGHTS
E39	2		LIBRARY BINDING INSTITUTE MA
E40	1		LIBRARY BOARDS OF TRUSTEES
E41	1		LIBRARY BUDGETS
E42	1		LIBRARY BUILDINGS AWARD PROGRAM
E43	4		LIBRARY BUILDINGS AWARDS PROGRAM
E44	1		LIBRARY CABLE NETWORK (ILLINOIS)
E45	13		LIBRARY CARDS
E46	0	1	LIBRARY CATALOGING
E47	1313	18	LIBRARY CATALOGS (LISTS OF LIBRARY MATERIALS ARRANGED IN SOME ...)
E48	1253	8	LIBRARY CIRCULATION

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E49	0	1	LIBRARY CLERKS
E50	0	1	LIBRARY CLIENTS

?

Ref	Items	RT	Index-term
E1	1		LIBRARY SERVICE ACT
E2	3		LIBRARY SERVICE ENHANCEMENT PROGRAM
E3	11814	29	*LIBRARY SERVICES (ACQUIRING, SELECTING, EVALUATING, ORGANIZING...)
E4	496		LIBRARY SERVICES AND CONSTRUCTION ACT
E5	2		LIBRARY SERVICES AND CONSTRUCTION ACT TITLE IV
E6	1		LIBRARY SERVICES AND CONSTRUCTION ACT 1970
E7	42		LIBRARY SERVICES AND TECHNOLOGY ACT 1996
E8	1		LIBRARY SERVICES CONSTRUCTION ACT TITLE I
E9	1556	5	LIBRARY SKILLS (COMPETENCY IN THE USE OF A LIBRARY)
E10	1		LIBRARY SPACE UTILIZATION
E11	0	1	LIBRARY SPECIALISTS
E12	1102	11	LIBRARY STANDARDS (CRITERIA BY WHICH THE QUALITY OF LIBRARY SER...)

Enter P or PAGE for more

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Ref	Items	RT	Index-term
E13	985	6	LIBRARY STATISTICS
E14	1		LIBRARY STUDY PROJECT
E15	7		LIBRARY SUPPORT GROUPS
E16	2972	9	LIBRARY SURVEYS
E17	1		LIBRARY SYMBOL
E18	0	1	LIBRARY SYSTEMS
E19	7		LIBRARY SYSTEMS ANALYSIS
E20	0	1	LIBRARY TECHNICAL ASSISTANTS
E21	1		LIBRARY TECHNICAL PROCESSE

E22 2105 17 LIBRARY TECHNICAL PROCESSES (ACQUISITION,  
PREPARATION,  
AND ORGANIZATION O...)  
E23 1 LIBRARY TECHNICAL QUESTIONNAIRES  
E24 3 LIBRARY TECHNICAL SERVICES

Enter P or PAGE for more

?

S LIBRARY USERS  
S1 385 LIBRARY USERS

?

S CHILDREN  
S2 171420 CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)

?

S LIBRARY STATISTICS  
S3 985 LIBRARY STATISTICS

?

S S1 AND S2 AND S3  
385 S1  
171420 S2  
985 S3  
S4 0 S1 AND S2 AND S3

?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3

?

S S1 AND S2  
385 S1  
171420 S2  
S5 18 S1 AND S2

?

TYPE 5/5/1-5

**5/5/1**

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00588648 ERIC NO.: EJ325522 CLEARINGHOUSE NO.: IR514561  
Developing Library Collections to Serve New Immigrants.  
Goley, Elaine P.  
School Library Journal, v32 n2 p93-97 Oct 1985  
1985 (19850000)

LANGUAGE: English  
DOCUMENT TYPE: 80 (Journal articles); 141 (Reports--Descriptive)  
RECORD TYPE: ABSTRACT  
JOURNAL ANNOUNCEMENT: CIJFEB1986

Describes programs developed at Houston Public Library to meet information needs of the immigrant population. Highlights include serving students, children's and young adult collections of foreign language materials, folklore and cultural materials, developing staff expertise, English-language materials, audiovisual support materials, and foreign language periodicals. Forty sources of materials are listed. (EJS)

DESCRIPTORS: Ethnic Groups; \*Immigrants; Information Needs; Inservice Education; \*Library Acquisition; \*Library Collection Development; \*Library Collections; \*Library Services; \*Public Libraries; Purchasing; Spanish Speaking  
IDENTIFIERS: Asians; Houston Public Library TX; Library Users

5/5/2

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00580245 ERIC NO.: ED254255 CLEARINGHOUSE NO.: IR051058  
Patron Relations: A Survival Manual.  
Turner, Bonnie L., Comp.; Downs, Rondi, Comp.;  
CORP. SOURCE: Yakima Valley Regional Library, WA. (BBB23146)  
40pp.  
December 1983 (19831200)  
EDRS Price MF01/PC02 Plus Postage.  
LANGUAGE: English  
DOCUMENT TYPE: 55 (Guides--Non-classroom); 130 (Reference materials)  
RECORD TYPE: ABSTRACT  
COUNTRY OF PUBLICATION: U.S.; Washington  
JOURNAL ANNOUNCEMENT: RIEJUL1985  
TARGET AUDIENCE: Practitioners

Recognizing the responsibility of library staff members of maintain a pleasant environment for the public in the library, this manual discusses the library user's and library employee's rights under the law and how to protect them. It is arranged alphabetically by the type of problem or emergency that may be encountered. The procedure for handling a difficult situation follows a definition of the situation. While some of the procedures in this manual are already implemented in various departments, they have been compiled as a reference tool for other staff members. Two detailed sections, one on complaints, accidents, and emergencies, and the other on problem behavior, follow an introduction and a page of useful telephone numbers for public and social services, and hospitals in the area. Included in the complaints, accidents, and emergencies section are: questions about circulation, library materials, selection, and policies; fire in the library; injury or sudden illness of patron or staff member; and power failures. The section on problem behavior includes a variety of possible problem patrons (angry or irate patrons, chatty patrons, disruptive children or adults, drugs, alcohol, mentally disturbed patrons, solicitors, sleeping patrons, and sexual deviants) and problem situations (annoying telephone calls, theft of library materials or property, triggered book detection system, verbal abuse of staff, and weapons). A list of possible legal consequences for various offenses, several sample forms, and a list of helpful hints are appended. (THC)

DESCRIPTORS: Guidelines; Library Materials; \*Library Personnel; \*Library

Planning; Library Role; Methods; Policy Formation; \*Problem Solving;  
Problems; Reference Materials; \*Regional Libraries  
IDENTIFIERS: \*Emergencies; Legal Rights; Library Procedures; \*Library  
Users  
; Yakima Valley

**5/5/3**

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00570436 ERIC NO.: EJ320113 CLEARINGHOUSE NO.: IR514207  
Persuasive Poster Power.

Watson, Jerry; And Others  
Catholic Library World, v56 n10 p423-26 May-Jun 1985  
1985 (19850000)

LANGUAGE: English  
DOCUMENT TYPE: 80 (Journal articles); 143 (Reports--Research)  
RECORD TYPE: ABSTRACT  
JOURNAL ANNOUNCEMENT: CIJOCT1985  
TARGET AUDIENCE: Media Staff; Practitioners

To measure effect of posters on children's selection of books from display table, two displays (one with poster) were placed in visible area of one public library and five elementary school media centers. Children selected 10% (public library) and 27% (media center libraries) more books from poster table. (14 references) (EJS)

DESCRIPTORS: Children; Comparative Analysis; \*Display Aids; Elementary Education; Learning Resources Centers; \*Library Circulation; \*Library Collections; Library Surveys; \*Public Libraries; Publicity; Research Methodology; \*School Libraries; Tables (Data)  
IDENTIFIERS: Library Users; \*Posters

**5/5/4**

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00565942 ERIC NO.: EJ315619 CLEARINGHOUSE NO.: IR513855  
Creating the Library Habit.

Razzano, Barbara Will  
Library Journal, v110 n3 p111-14 Feb 15 1985  
1985 (19850000)

LANGUAGE: English  
DOCUMENT TYPE: 80 (Journal articles); 120 (Opinion papers); 143 (Reports--Research)  
RECORD TYPE: ABSTRACT  
JOURNAL ANNOUNCEMENT: CIJJUL1985

This 1982 survey of adult users in small public libraries provides statistical data on current and future user patterns in relation to youth services program. Details on method and library sample, reasons for public library use, children of library users, and the case for youth services are covered. (5 references) (EJS)

DESCRIPTORS: Adolescents; \*Adults; Children; \*Habit Formation; Information Needs; Interviews; \*Library Services; Library Surveys; \*Public Libraries; Research Methodology; Use Studies  
IDENTIFIERS: \*Library Habit; Library Users; New York (Upstate)

5/5/5

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00557454 ERIC NO.: EJ307131 CLEARINGHOUSE NO.: IR513283  
No Signature, No Library.

Anthony, Rose Marie  
American Libraries, v15 n8 p567-68 Sep 1984  
1984 (19840000)

LANGUAGE: English  
DOCUMENT TYPE: 80 (Journal articles); 120 (Opinion papers)  
RECORD TYPE: ABSTRACT  
JOURNAL ANNOUNCEMENT: CIJFEB1985  
TARGET AUDIENCE: Media Staff; Practitioners

Discusses public library rule that requires young children to print their names legibly to qualify for a library card. The case of a scribbling kindergartener, reading and writing readiness, comments on requirement from several children's-services coordinators in public libraries, printing size, skinny pencils, and the parents' ultimate responsibility are noted. (EJS)

DESCRIPTORS: Child Development; \*Handwriting; Library Circulation; \*Public Libraries; Reading Readiness; \*Writing Readiness; Writing Skills; \*Young Children

IDENTIFIERS: \*Library Cards; Library Users; \*Rules and Regulations  
?

S YOUNG CHILDREN

S6 10743 YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)

?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3
S5	18	S1 AND S2
S6	10743	YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)

?

S S1 AND S6

385 S1  
10743 S6  
S7 1 S1 AND S6

?

TYPE 7/5/1

7/5/1

DIALOG(R)File 1:ERIC

(c) format only 2004 Dialog. All rts. reserv.

00557454 ERIC NO.: EJ307131 CLEARINGHOUSE NO.: IR513283

No Signature, No Library.

Anthony, Rose Marie

American Libraries, v15 n8 p567-68 Sep 1984

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DOCUMENT TYPE: 80 (Journal articles); 120 (Opinion papers)

RECORD TYPE: ABSTRACT

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DESCRIPTORS: Child Development; \*Handwriting; Library Circulation; \*Public Libraries; Reading Readiness; \*Writing Readiness; Writing Skills; \*Young Children

IDENTIFIERS: \*Library Cards; Library Users; \*Rules and Regulations  
?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3
S5	18	S1 AND S2
S6	10743	YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)
S7	1	S1 AND S6

?

S LIBRARY USERS/DF

S8 0 LIBRARY USERS/DF

?

S LIBRARY SERVICES/DF

S9 11814 LIBRARY SERVICES/DF (ACQUIRING, SELECTING, EVALUATING, ORGANIZING...)

?

S CHILDHOOD INTERESTS/DF

S10 664 CHILDHOOD INTERESTS/DF (OBJECTS, ACTIVITIES, PERSONS, ETC. THAT ENGA...)

?

S LIBRARY PATRONS/DF  
S11 0 LIBRARY PATRONS/DF  
?

S CHILDREN/DF  
S12 23573 CHILDREN/DF (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)  
?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3
S5	18	S1 AND S2
S6	10743	YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)
S7	1	S1 AND S6
S8	0	LIBRARY USERS/DF
S9	11814	LIBRARY SERVICES/DF (ACQUIRING, SELECTING, EVALUATING, OR- GANIZING...)
S10	664	CHILDHOOD INTERESTS/DF (OBJECTS, ACTIVITIES, PERSONS, ETC. THAT ENGA...)
S11	0	LIBRARY PATRONS/DF
S12	23573	CHILDREN/DF (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)

?

S S6 AND S9 AND S10  
10743 S6  
11814 S9  
664 S10  
S13 4 S6 AND S9 AND S10  
?

TYPE 4/5/1-5

**4/5/1**

>>>Item 1 is not within valid item range  
?

TYPE 4/5/1

**4/5/1**

>>>Item 1 is not within valid item range  
?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3
S5	18	S1 AND S2
S6	10743	YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)
S7	1	S1 AND S6

S8           0   LIBRARY USERS/DF  
 S9       11814   LIBRARY SERVICES/DF (ACQUIRING, SELECTING, EVALUATING,  
 OR-  
           GANIZING...)  
 S10       664   CHILDHOOD INTERESTS/DF (OBJECTS, ACTIVITIES, PERSONS,  
 ETC.  
           THAT ENGA...)  
 S11       0   LIBRARY PATRONS/DF  
 S12       23573   CHILDREN/DF (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)  
 S13       4   S6 AND S9 AND S10  
 ?

TYPE 13/5/1-4

**13/5/1**

DIALOG(R)File 1:ERIC  
 (c) format only 2004 Dialog. All rts. reserv.

00952173 ERIC NO.: ED400833 CLEARINGHOUSE NO.: IR056148  
 Helping Your Child Use the Library.

Perkinson, Kathryn;  
 CORP. SOURCE: Office of Educational Research and Improvement (ED),  
 Washington, DC. (EDD00036)  
 33pp.  
 October 1996 (19961000)

NOTES: An update of the 1989 edition, ED 306 954.  
 ISBN: 0-16-048867-2

AVAILABLE FROM: U.S. Government Printing Office, Superintendent of  
 Documents, Mail Stop: SSOP, Washington, DC 20402-9328.  
 EDRS Price MF01/PC02 Plus Postage.

LANGUAGE: English  
 DOCUMENT TYPE: 10 (Book); 55 (Guides--Non-classroom)  
 RECORD TYPE: ABSTRACT  
 COUNTRY OF PUBLICATION: U.S.; District of Columbia  
 JOURNAL ANNOUNCEMENT: RIEMAR1997  
 GOVERNMENT: Federal

Parents can awaken their children to the joy of learning by encouraging their imagination and curiosity. This booklet is one in a series of topical books written to help parents encourage children to study, learn, and stay in school. All of the books in this series tie in with the National Education Goals for the year 2000. This booklet addresses the following issues: (1) getting children interested in reading (reading aloud to children; encouraging children to read to you; starting a home library; letting them see that you enjoy reading; choosing books you both like; looking for award-winning books; and asking the librarian for help); (2) children visiting the library with parents (including children, even toddlers, in weekly trips to the library; getting children their own library card; and encouraging children to ask for help from the librarian); (3) children visiting the library alone (setting guidelines for behavior and safety); and (4) library services (for preschoolers, including infants, toddlers 18-36 months, and children 3-5 years old; school-aged children, especially ages 7-9; teenagers; and special children, the gifted and the handicapped). A postscript discusses adult services, and a list of books

for more information and a list of "What We Can Do To Help Our Children Learn" are provided. (SWC)

DESCRIPTORS: Adolescents; Adults; Books; \*Childhood Interests; \*Library Services; Literacy; \*Parent Child Relationship; Parent Participation; \*Parent Role; Parents as Teachers; Preadolescents; \*Public Libraries; \*Reading Habits; Reading Interests; School Libraries; Young Children  
IDENTIFIERS: Goals 2000

**13/5/2**

DIALOG(R)File 1:ERIC  
(c) format only 2004 Dialog. All rts. reserv.

00793823 ERIC NO.: ED341387 CLEARINGHOUSE NO.: IR015460  
Como ayudar a sus hijos a usar la biblioteca (Helping Your Child Use the Library).

Perkinson, Kathryn;

CORP. SOURCE: Office of Educational Research and Improvement (ED),  
Washington, DC. (EDD00036)

34pp.

1992 (19920000)

NOTES: For the original version in English, see ED 306 954.

REPORT NO.: LP-92-4789

EDRS Price MF01/PC02 Plus Postage.

LANGUAGE: Spanish

DOCUMENT TYPE: 55 (Guides--Non-classroom)

RECORD TYPE: ABSTRACT

COUNTRY OF PUBLICATION: U.S.; District of Columbia

JOURNAL ANNOUNCEMENT: RIEJUN1992

GOVERNMENT: Federal

TARGET AUDIENCE: Parents

Focusing on the cooperative role of parents and public libraries in stimulating reading interests in children of all ages, this booklet addresses the following issues: (1) getting children interested in reading (reading aloud to children; encouraging children to read to you; starting a home library; showing children that you enjoy reading; choosing books that you both like; looking for award-winning books; asking for help at the local library); (2) children visiting the library with parents or alone (including children, even toddlers, in weekly trips to the library; helping children get their own library cards; encouraging children to ask the librarian for help; setting rules and guidelines for children when they visit the library alone); and (3) library services (for preschool children including infants, toddlers 18-36 months old and children 3-5 years; school age children, especially ages 7-9 years; teenagers; and special children, the gifted and the handicapped). A postscript briefly discusses adult services and a listing of sources for additional information is provided. (CGD)

DESCRIPTORS: Adolescents; Adults; \*Childhood Interests; Disabilities; Elementary Secondary Education; Gifted; Librarians; \*Library Role; \*Library Services; \*Parent Role; Preadolescents; Preschool Education; \*Public Libraries; \*Reading Interests; Recreational Reading; Young

Children

**13/5/3**

DIALOG(R)File 1:ERIC

(c) format only 2004 Dialog. All rts. reserv.

00704447 ERIC NO.: ED306954 CLEARINGHOUSE NO.: IR052730

Helping Your Child Use the Library.

Perkinson, Kathryn;

CORP. SOURCE: Office of Educational Research and Improvement (ED),  
Washington, DC. (EDD00036)

25pp.

1989 (19890000)

REPORT NO.: LP89-712

AVAILABLE FROM: Superintendent of Documents, U.S. Government Printing  
Office, Washington, DC.

EDRS Price MF01/PC01 Plus Postage.

LANGUAGE: English

DOCUMENT TYPE: 55 (Guides--Non-classroom)

RECORD TYPE: ABSTRACT

COUNTRY OF PUBLICATION: U.S.; District of Columbia

JOURNAL ANNOUNCEMENT: RIEOCT1989

GOVERNMENT: Federal

TARGET AUDIENCE: Parents

Focusing on the cooperative role of parents and public libraries in stimulating reading interests in children of all ages, this booklet addresses the following issues: (1) getting children interested in reading (reading aloud to children; encouraging children to read to you; starting a home library; showing children that you enjoy reading; choosing books that you both like; looking for award-winning books; asking for help at the local library); (2) children visiting the library with parents or alone (including children, even toddlers, in weekly trips to the library; helping children get their own library cards; encouraging children to ask the librarian for help; setting rules and guidelines for children when they visit the library alone); and (3) library services (for preschool children including infants, toddlers 18-36 months old, and children 3-5 years; school age children, especially ages 7-9 years; teenagers; and special children, the gifted and the handicapped). A postscript briefly discusses adult services and a listing of sources for additional information is provided. (CGD)

DESCRIPTORS: Adolescents; Adults; \*Childhood Interests; Disabilities; Gifted; Librarians; \*Library Role; \*Library Services; \*Parent Role; Preadolescents; \*Public Libraries; \*Reading Interests; Recreational Reading; Young Children

**13/5/4**

DIALOG(R)File 1:ERIC

(c) format only 2004 Dialog. All rts. reserv.

00692440 ERIC NO.: EJ392462 CLEARINGHOUSE NO.: IR519983

Focus on Library Media Skills for the Young Reader.

School Library Media Activities Monthly, v5 n9 p35-37 May 1989  
1989 (19890000)

LANGUAGE: English

DOCUMENT TYPE: 55 (Guides--Non-classroom); 80 (Journal articles)

RECORD TYPE: ABSTRACT

JOURNAL ANNOUNCEMENT: CIJNOV1989

Offers suggestions relating to the general characteristics of young readers to aid library media specialists in effective teaching and communication. Topics discussed include physical access, dependence, and activity levels; the use of games and dramatic play; children's interests; conceptual development; and emotional needs and behaviors. (CLB)

DESCRIPTORS: \*Affective Behavior; Body Height; \*Childhood Interests;  
Childhood Needs; Childrens Games; Childrens Literature; Dramatic Play;  
\*Learning Processes; Learning Resources Centers; \*Library Instruction;  
Library Services; \*Physical Activity Level; Primary Education; \*Young  
Children

IDENTIFIERS: \*Childrens Library Services

?

Set	Items	Description
S1	385	LIBRARY USERS
S2	171420	CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S3	985	LIBRARY STATISTICS
S4	0	S1 AND S2 AND S3
S5	18	S1 AND S2
S6	10743	YOUNG CHILDREN (AGED BIRTH THROUGH APPROXIMATELY 8 YEARS)
S7	1	S1 AND S6
S8	0	LIBRARY USERS/DF
S9	11814	LIBRARY SERVICES/DF (ACQUIRING, SELECTING, EVALUATING, OR-
		GANIZING...)
S10	664	CHILDHOOD INTERESTS/DF (OBJECTS, ACTIVITIES, PERSONS, ETC.
		THAT ENGA...)
S11	0	LIBRARY PATRONS/DF
S12	23573	CHILDREN/DF (AGED BIRTH THROUGH APPROXIMATELY 12 YEARS)
S13	4	S6 AND S9 AND S10

?

S S9 AND S10

	11814	S9
	664	S10
S14	17	S9 AND S10

?

TYPE 14/5/1

**14/5/1**

DIALOG(R)File 1:ERIC

(c) format only 2004 Dialog. All rts. reserv.

00952173 ERIC NO.: ED400833 CLEARINGHOUSE NO.: IR056148

Helping Your Child Use the Library.

Perkinson, Kathryn;

CORP. SOURCE: Office of Educational Research and Improvement (ED),  
Washington, DC. (EDD00036)  
33pp.  
October 1996 (19961000)  
NOTES: An update of the 1989 edition, ED 306 954.  
ISBN: 0-16-048867-2  
AVAILABLE FROM: U.S. Government Printing Office, Superintendent of  
Documents, Mail Stop: SSOP, Washington, DC 20402-9328.  
EDRS Price MF01/PC02 Plus Postage.  
LANGUAGE: English  
DOCUMENT TYPE: 10 (Book); 55 (Guides--Non-classroom)  
RECORD TYPE: ABSTRACT  
COUNTRY OF PUBLICATION: U.S.; District of Columbia  
JOURNAL ANNOUNCEMENT: RIEMAR1997  
GOVERNMENT: Federal

Parents can awaken their children to the joy of learning by encouraging their imagination and curiosity. This booklet is one in a series of topical books written to help parents encourage children to study, learn, and stay in school. All of the books in this series tie in with the National Education Goals for the year 2000. This booklet addresses the following issues: (1) getting children interested in reading (reading aloud to children; encouraging children to read to you; starting a home library; letting them see that you enjoy reading; choosing books you both like; looking for award-winning books; and asking the librarian for help); (2) children visiting the library with parents (including children, even toddlers, in weekly trips to the library; getting children their own library card; and encouraging children to ask for help from the librarian); (3) children visiting the library alone (setting guidelines for behavior and safety); and (4) library services (for preschoolers, including infants, toddlers 18-36 months, and children 3-5 years old; school-aged children, especially ages 7-9; teenagers; and special children, the gifted and the handicapped). A postscript discusses adult services, and a list of books for more information and a list of "What We Can Do To Help Our Children Learn" are provided. (SWC)

DESCRIPTORS: Adolescents; Adults; Books; \*Childhood Interests; \*Library Services; Literacy; \*Parent Child Relationship; Parent Participation; \*Parent Role; Parents as Teachers; Preadolescents; \*Public Libraries; \*Reading Habits; Reading Interests; School Libraries; Young Children  
IDENTIFIERS: Goals 2000  
?

## Exercise 2: Dialog only

Please plan and complete the following searches. Be sure to save your complete search to disk so that you can send me your search results which you have critiqued. **It is important that I see the commands as you entered them as well as the computers response to your commands.** That is the only way I can provide advice and assistance that will help you improve your searching. Do not think that you have to have a search “perfect” before you hand it in—that wastes resources including your time and accomplishes nothing. Your search results aren’t very important right now, understanding what you are doing right or wrong in constructing the search strings is very important, let me help! Feel free to use the Internet to help you get ready to do a search. This is a good way to find things like SIC numbers (try the OSHA web site) or other information that would be expensive to find on Dialog but pretty much free on the Internet.

1. Find the following article on Gale Group Magazine Index using the fewest keystrokes possible: “A Mouse With a Purse Clubs the Cats: Little Seven-Up Has Shaken Up Giant Coca-Cola and PepsiCo.” The entire title will not be available.

Used file 47 for this search. This was easier than previous searches. I thought that by searching for these terms “mouse”, “purse” and “coca-cola”, I would surely get a hit. I assume that Coca-Cola was spelled correctly. Then I decided to perform individual searches for the terms “mouse”, “clubs” and “Pepsico” (I figured I would go with Pepsico rather than take time to find out what the listing format for Coca-Cola was). I then combined the searches and found the article in question within the 9 results retrieved.

2. Use the Business & Industry (File 9) database to research a client’s request to find articles on strategies used in 2003/2004 for marketing soft drinks. The client is interested in advertising campaigns, publicity promotions, and any other type of marketing. Decide when you have a reasonable sized list of articles and type no more than 10 items in a bibliographic format.

I tried using a variety of combinations (found by using Expand a lot) in file 9 but wasn’t very satisfied with the results as some didn’t relate at all to the question. In the process I realized that this database doesn’t have an online thesaurus which would explain why it was so difficult finding what keywords to use.

Went with the professor’s suggestion to explore other databases that might help with this type of search. Identified Business & Management Practices (13) and ABI/Inform (15) from the bluesheet index. ABI was definitely a better choice and all the results were relevant.

3. After you have completed the search for Question 2, use the information on the Bluesheet about pricing to determine what the real cost of this search would have

been. Remember that the cost information given on your search is not accurate because you have a student password. Make sure you have included all of the costs that you can determine apply.

		File 9	File 13	File 15
Cost per Dial Unit	\$5.40			
Cost per minute	\$1.33			
Format	\$0.00(8)/\$3.40(9)	\$20.40		
Total Dial Units		2.659	0	2.374
<b>Estimated Session Cost</b>		<b>\$34.75</b>	<b>\$0.00</b>	<b>\$14.15</b>

I didn't know that Dialog charges per format use as well as per minute and dial units! Now I am regretting typing 6 results in format 9 at \$3.40 a piece. I need to determine how it is that Dialog calculates the dial units in order to give a more approximate value to the total session cost.

4. Use a directory file of your choice to answer the following question: Please find out if there are any soft drink manufacturers in Virginia, Delaware, or Rhode Island. Create a report that will provide address and phone number.

Figuring out what database to use took longer than getting the report! I searched in the bluesheets for a database that would lists a sizeable number of businesses as well as business data. I settled on file 479, Gale Group Company Intelligence. Once in it, I expanded on some keywords within the question which led me to a somewhat narrow but accurate set. One caveat was the listing of the address field. Although the bluesheet for this file instructs to use AD to obtain an address, when I type it in my report terms, I received an error message.

5. Use a file that provides citation data in the arts and humanities to search for articles that have cited *The Murder of Roger Ackroyd* by Agatha Christie—you want this as a cited reference.

For this search I chose file 439, Arts & Humanities Search. I used the CR command to search for Christie's works. This worked better than trying to search by author, CA and title, CW. After I figured out that to continue down the expanded list past the 50<sup>th</sup> result, all I needed to do was continue paging down, I got to the entry of The Murder of Roger Ackroyd!

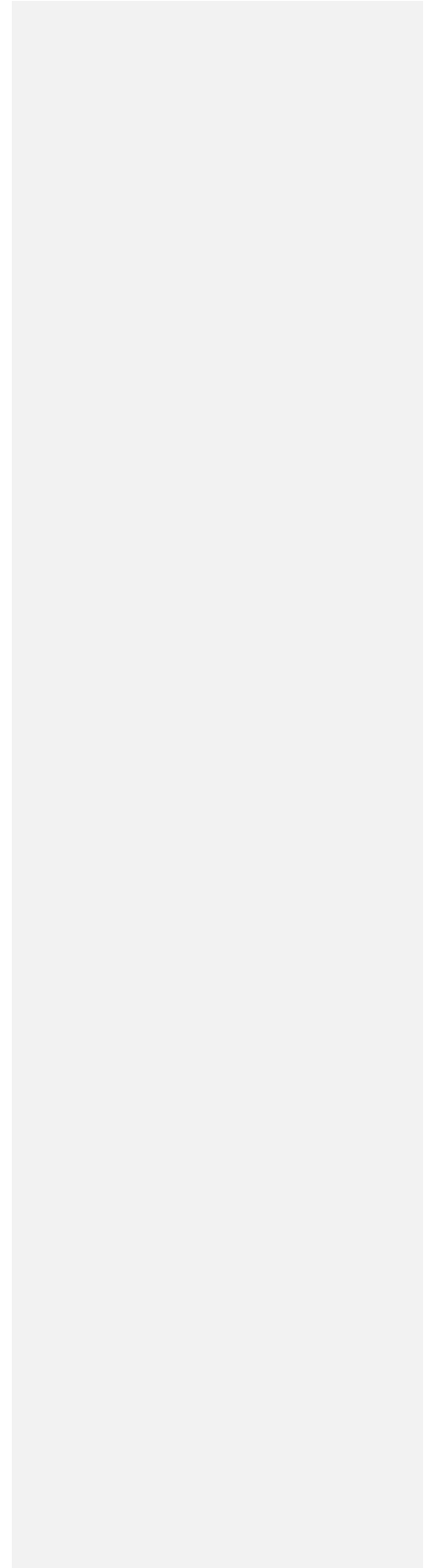
**Comment [q1]:** You would also need to add the DialUnit charges from files 13 and 15.

**Comment [q2]:** You are charged either by the minute or per DialUnit, not both. No one really knows what a DialUnit is so all you can do is take the charge per DialUnit times the number of DialUnits the computer says you used in that information you get when you change files or logoff.

**Comment [q3]:** Using OSHA.gov to find the SIC code for this industry would make this search even easier.

**You had a few problems with the first 4 problems and I hope I gave you adequate feedback on the searches themselves. Surprisingly, you had no real problem with Q5 which usually throws most students. As is totally expected, you are still a Dialog novice but I think you are beginning to explore and to try new things. Just keep**

**being brave and never hesitate to ask for help anywhere along the way. If you have any questions at all about my comments, just ask.**  
**Grade = 9**



Welcome to DialogClassic Web(tm) E2Q2

Dialog level 05.06.01D  
Reconnected in file 9 06oct05 18:28:40  
\* \* \*

File 9:Business & Industry(R) Jul/1994-2005/Oct 05  
(c) 2005 The Gale Group

Set	Items	Description
---	-----	-----
Cost is in DialUnits		
?		

**B 9**

06oct05 18:28:45 User732053 Session D433.5		
\$0.15	0.097	DialUnits File9
\$0.15		Estimated cost File9
\$0.01		INTERNET
\$0.16		Estimated cost this search
\$0.16		Estimated total session cost 0.097 DialUnits

File 9:Business & Industry(R) Jul/1994-2005/Oct 05  
(c) 2005 The Gale Group

Set	Items	Description
---	-----	-----
?		

S 2003 AND 2004		
	216968	2003
	186691	2004
S1	59851	2003 AND 2004
?		

**Comment [q1]:** Here you searched for these as numbers and not as dates.

S MARKETING		
	S2 756852	MARKETING
?		

S PROMOTION		
	S3 77914	PROMOTION
?		

S SOFT DRINKS		
	S4 0	SOFT DRINKS
?		

Ref	Items	Index-term
E1	1	BEVERACRE
E2	3	BEVERAG
E3	95911	*BEVERAGE
E4	7	BEVERAGEAISLE
E5	1	BEVERAGEAND
E6	3	BEVERAGED
E7	1	BEVERAGEDOM
E8	1	BEVERAGEEACH
E9	1	BEVERAGEES

E10 1 BEVERAGEINDUSTRY  
E11 1 BEVERAGELED  
E12 2 BEVERAGELINK

Enter P or PAGE for more

?

Ref	Items	Index-term
E13	16	BEVERAGEMARKETING
E14	1	BEVERAGEPRO
E15	3	BEVERAGER
E16	94065	BEVERAGES
E17	1	BEVERAGESDIRECT
E18	1	BEVERAGEUSING
E19	178	BEVERAGEWARE
E20	9	BEVERAGEWATCH
E21	4	BEVERAGEWEAR
E22	1	BEVERAGEWOLD
E23	9	BEVERAGEWORLD
E24	2	BEVERAGS

Enter P or PAGE for more

?

Ref	Items	Index-term
E25	1	BEVERAGSE
E26	1	BEVERAL
E27	1	BEVERAQE
E28	1	BEVERATES
E29	1	BEVERATHE
E30	1	BEVERBOARD
E31	8	BEVERCOTES
E32	1	BEVERE
E33	2	BEVEREDGE
E34	10	BEVERELY
E35	11	BEVEREN
E36	2	BEVERGAGE

Enter P or PAGE for more

?

Ref	Items	Index-term
E37	6	BEVERGE
E38	2	BEVERGES
E39	1	BEVERHAM
E40	1	BEVERICH
E41	133	BEVERIDGE
E42	13	BEVERIDO
E43	5	BEVERINA
E44	1	BEVERINDO
E45	1	BEVERLY
E46	1	BEVERLAKE
E47	13	BEVERLEE
E48	306	BEVERLEY

Enter P or PAGE for more

?

Ref	Items	Index-term
E49	2	BEVERLIE
E50	8347	BEVERLY

?

S BEVERAGE  
S5 95911 BEVERAGE

?

Ref	Items	Index-term
E1	1	NOMYLINE
E2	310436	NON
E3	0	*NON-ALCOHOLIC DRINK
E4	56	NONA
E5	1	NONABDE
E6	1	NONABERRANT
E7	1	NONABLATING
E8	8	NONABLATIVE
E9	54	NONABRASIVE
E10	1	NONABROMODIPHENYL
E11	5	NONABSORBABLE
E12	13	NONABSORBED

Enter P or PAGE for more

?

Ref	Items	Index-term
E1	1	NOMYLINE
E2	310436	NON
E3	0	*NON ALCOHOLIC
E4	56	NONA
E5	1	NONABDE
E6	1	NONABERRANT
E7	1	NONABLATING
E8	8	NONABLATIVE
E9	54	NONABRASIVE
E10	1	NONABROMODIPHENYL
E11	5	NONABSORBABLE
E12	13	NONABSORBED

Enter P or PAGE for more

?

Set	Items	Description
S1	59851	2003 AND 2004
S2	756852	MARKETING
S3	77914	PROMOTION
S4	0	SOFT DRINKS
S5	95911	BEVERAGE

?

S S2 SND S5 AND S1  
>>>Term "SND" in invalid position  
?

S S2 AND S5 AND S1  
756852 S2  
95911 S5  
59851 S1  
S6 697 S2 AND S5 AND S1  
?

TYPE 6/8/1-10

6/8/1

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03777344 Supplier Number: 136709720 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Avoiding the fizzle in fizz: carbonated soft drink experts take stock of the c-store business.**  
September 19, 2005  
WORD COUNT: 2709

INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600); Convenience food stores - retail (541049)  
CONCEPT TERMS: All market information; Marketing campaign; Market size;  
Trends  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

Comment [q2]: This would be a great Additional Index search term

Comment [q3]: Try CT=marketing campaign

6/8/2

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03776067 Supplier Number: 136652079 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Omega factor: now backed by celebrities such as Professor Robert Winston, the functional food sector is beginning to take off in the UK. Julian Mellentin, an expert on the marketing of nutritious foods, recommends strategies for a successful launch.**  
September 10, 2005  
WORD COUNT: 1375

COMPANY NAMES: DAIRY CREST LTD  
INDUSTRY NAMES: Beverage; Dairy products; Food; Nonalcoholic beverages  
PRODUCT NAMES: Dairy farms (024000); Food and kindred products  
(200000);  
Dairy products (202000); Fluid milk (202600)  
CONCEPT TERMS: All market information; All product and service  
information  
; Industry forecasts; Marketing campaign; Product development; Product  
introduction  
BRAND NAMES: Omega-3 (Milk)  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

6/8/3

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03776001 Supplier Number: 136698305 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Marketing 'unhealthy' foods to children: self-regulation prevails (for now).**

September 2005

WORD COUNT: 2231

INDUSTRY NAMES: Food

PRODUCT NAMES: Food and kindred products (200000)

CONCEPT TERMS: All government; All market information; Marketing campaign;

New laws

GEOGRAPHIC NAMES: Eastern Europe (EAE); Eastern Europe (EAEX); European Union (EUC); European Union (EUCX); Western Europe (WEE); Western Europe (WEEX)

6/8/4

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03775801 Supplier Number: 136708800 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Trying times: still reeling from last year's high prices, milk processors struggle with new challenges and strengthening competition.**

August 2005

WORD COUNT: 2471

SPECIAL FEATURES: Table

INDUSTRY NAMES: Dairy products; Food

PRODUCT NAMES: Dairy farms (024000); Dairy products (202000)

CONCEPT TERMS: All market information; Marketing campaign; Sales

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/5

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03773718 Supplier Number: 136563540 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**High spirits: superpremium alcoholic beverages appeal as affordable status symbols.**

September 15, 2005

WORD COUNT: 1123

INDUSTRY NAMES: Alcoholic beverages; Beverage; Restaurants

PRODUCT NAMES: Distilled and blended liquor except brandy (208500);

Eating and drinking places (580000); Drinking places (alcoholic beverages) (581300)

CONCEPT TERMS: All product and service information; Quality

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/6

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03772193 Supplier Number: 136709719 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Worth a strategy: African-American consumers respond profitably to multicultural marketing and advertising.**

September 19, 2005

WORD COUNT: 1597

INDUSTRY NAMES: Business services

PRODUCT NAMES: Advertising (731000)

CONCEPT TERMS: African American market; All market information; Hispanic market; Target markets

**6/8/7**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03770454 Supplier Number: 136207233 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**About time: Miller Lite's turnaround is igniting the beer category, thanks**

**to its strategic return to the storied 'Tastes Great' mantra.**

September 12, 2005

WORD COUNT: 2145

COMPANY NAMES: ANHEUSER-BUSCH COMPANIES INC

INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage

PRODUCT NAMES: Malt beverages (208200); Canned beer and ale (208214); Bottled beer and ale (208228); Beer and ale in barrels and kegs (208242)

CONCEPT TERMS: All market information; Market share

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**6/8/8**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03769251 Supplier Number: 136485860 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Judge dismisses class action suit against Coors, other alcoholic-beverage firms.**

September 21, 2005

WORD COUNT: 407

COMPANY NAMES: COORS BREWING CO (COORS (ADOLPH) CO)

INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage

PRODUCT NAMES: Malt beverages (208200)

CONCEPT TERMS: All government; Litigation

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**6/8/9**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03768658 Supplier Number: 136387069 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Sports talk: the powerhouse in the sports drink category has recently faced**

**stiff competition, as a relative newcomer encroaches upon its territory.**

**While these two wage a "David and Goliath" duel, the rest of the segment players are left to make do with scraps.**

September 2005

WORD COUNT: 2361

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages; Pharmaceutical  
PRODUCT NAMES: Beverages (208000); Fruit drinks (208665); Nutritional supplements (283483)  
CONCEPT TERMS: All market information; Industry forecasts; Market share  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/10

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03766976 Supplier Number: 136218960 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Beverage study negates single-serve theory.**  
September 12, 2005  
WORD COUNT: 816

PRODUCT NAMES: Rubbish collection and disposal (495312)  
CONCEPT TERMS: All company; Corporate strategy; Pollution  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/11

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03766967 Supplier Number: 136218935 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Aluminum sector to aid cities on recycling; 2 associations plan educational campaign to boost curbside pickup programs.**  
September 12, 2005  
WORD COUNT: 639

INDUSTRY NAMES: Chemical; Inorganic chemicals; Metals  
PRODUCT NAMES: Inorganic chemicals, industrial, NEC (281993); Abrasive products (329100); Aluminum smelting and refining (333400); Rubbish collection and disposal (495312)  
CONCEPT TERMS: All company; All market information; Orders; Pollution; Trends  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/12

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03766438 Supplier Number: 136073821 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**All the young dudes: the gulf between traditional media and young men continues to widen as the on-demand world caters to the demographic's need.**  
September 05, 2005  
WORD COUNT: 2930

INDUSTRY NAMES: Broadcasting; Entertainment; Information industry  
PRODUCT NAMES: Cable television (CATV) networks and channels (484014); Cable television (CATV) systems operators (484020)  
CONCEPT TERMS: All market information; Demographics; Market share  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

6/8/13

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03765710 Supplier Number: 135970125 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Heineken's goal brings beer spot to soccer fans: 'global' match touts  
champions League Sponsorship.**

September 05, 2005

WORD COUNT: 252

COMPANY NAMES: HEINEKEN NV

INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage

PRODUCT NAMES: Malt beverages (208200); Canned beer and ale (208214);  
Bottled beer and ale (208228); Beer and ale in barrels and kegs  
(208242)

CONCEPT TERMS: All market information; Marketing campaign

GEOGRAPHIC NAMES: European Union (EUCX); Netherlands (NET); North  
America (NOAX); United States (USA); Western Europe (WEEX)

6/8/14

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03764980 Supplier Number: 136236939 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**BREWING: The trouble brewing for S&N.**

September 15, 2005

WORD COUNT: 1045

COMPANY NAMES: CARLSBERG BREWERIES AS; SABMILLER PLC; SCOTTISH &  
NEWCASTLE

PLC

INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage

PRODUCT NAMES: Malt beverages (208200)

CONCEPT TERMS: All company; All market information; Mergers, acquisitions  
& divestitures; Marketing campaign; Market share; Trends

GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

6/8/15

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03762322 Supplier Number: 135812958 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**An industry in flux.**

August 29, 2005

WORD COUNT: 7531

SPECIAL FEATURES: Table

COMPANY NAMES: ALIMENTATION COUCHE-TARD INC; CHS INC (ARLINGTON TEXAS);  
MAPCO EXPRESS INC

PRODUCT NAMES: Petroleum and coal products (290000); Convenience food  
stores - retail (541049)

GEOGRAPHIC NAMES: Canada (CDA); Canada (CDAX); North America (NOAX);  
United States (USA)

6/8/16

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03761718 Supplier Number: 135118730 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Extra points: while snacks, beer, and soft drinks score biggest for Super Bowl, retailers can gain yardage with many nontraditional products, too.**  
August 01, 2005  
WORD COUNT: 2244

SPECIAL FEATURES: Table  
COMPANY NAMES: MILLER BREWING CO (PHILIP MORRIS COMPANIES INC)  
INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage  
PRODUCT NAMES: Malt beverages (208200); Canned beer and ale (208214);  
Bottled beer and ale (208228); Beer and ale in barrels and kegs  
(208242)  
CONCEPT TERMS: All market information; Consumption; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**6/8/17**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759987 Supplier Number: 135937513 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Coke Confirms: Sprite to CP+B.**  
September 08, 2005  
WORD COUNT: 274

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**6/8/18**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759743 Supplier Number: 135815567 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Jump-starting sales: unsure how to advance the profit needle? Here are some business-building tactics that worked.**  
December 2004  
WORD COUNT: 1522

INDUSTRY NAMES: Restaurants  
PRODUCT NAMES: Food service, institutional (581259)  
CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**6/8/19**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759431 Supplier Number: 135842742 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Uncork the potential: as our thirst for wine grows so too does our demand for affordable quality and competition is fierce as winemakers strive to**

**deliver.**

August 20, 2005  
WORD COUNT: 1398

INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Wines, brandy and brandy spirits (208400)  
CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign; Sales  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

**6/8/20**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759369 Supplier Number: 135707400 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Protecting life & limb: just as production practices have been modified  
to  
deliver greater food safety, worker safety concerns are prompting food  
manufacturers to reexamine standard operating procedures.**

August 2005  
WORD COUNT: 2406

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Food  
PRODUCT NAMES: Food and kindred products (200000)  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)  
?

S NONALCOHOLIC BEVERAGES  
S7 0 NONALCOHOLIC BEVERAGES  
?

S MARKETING CAMPAIGN  
S8 238201 MARKETING CAMPAIGN  
?

S CORPORATE STRATEGY  
S9 343812 CORPORATE STRATEGY  
?

S DAIRY  
S10 45692 DAIRY  
?

S SOFT DRINKS  
S11 0 SOFT DRINKS |

**Comment [q4]:** Since this is not an indexed phrase, try it as soft(drinks or soft)drink?

Set	Items	Description
S1	59851	2003 AND 2004
S2	756852	MARKETING
S3	77914	PROMOTION
S4	0	SOFT DRINKS
S5	95911	BEVERAGE
S6	697	S2 AND S5 AND S1

S7 0 NONALCOHOLIC BEVERAGES  
S8 238201 MARKETING CAMPAIGN  
S9 343812 CORPORATE STRATEGY  
S10 45692 DAIRY  
S11 0 SOFT DRINKS  
?

S S1 AND (S8 OR S9) AND (S5 NOT S10)  
59851 S1  
238201 S8  
343812 S9  
95911 S5  
45692 S10  
S12 334 S1 AND (S8 OR S9) AND (S5 NOT S10)  
?

TYPE 12/8/1/50  
>>>'/' not allowed after item list  
?

TYPE 12/8/1-10

**12/8/1**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03777344 Supplier Number: 136709720 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Avoiding the fizzle in fizz: carbonated soft drink experts take stock of the c-store business.**  
September 19, 2005  
WORD COUNT: 2709

INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600); Convenience food stores - retail (541049)  
CONCEPT TERMS: All market information; Marketing campaign; Market size; Trends  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/2**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03776001 Supplier Number: 136698305 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Marketing 'unhealthy' foods to children: self-regulation prevails (for now).**  
September 2005  
WORD COUNT: 2231

INDUSTRY NAMES: Food  
PRODUCT NAMES: Food and kindred products (200000)  
CONCEPT TERMS: All government; All market information; Marketing campaign; New laws  
GEOGRAPHIC NAMES: Eastern Europe (EAE); Eastern Europe (EAEX); European Union (EUC); European Union (EUCX); Western Europe (WEE); Western Europe (WEEX)

12/8/3

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03773675 Supplier Number: 136206975 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Metals exchanges want buyers to use futures to hedge: LME and Nymex may push steel into world-trading spotlight.**

September 01, 2005  
WORD COUNT: 1252

INDUSTRY NAMES: Metals  
PRODUCT NAMES: Primary metal industries (330000); Blast furnaces and basic steel products (331000)  
CONCEPT TERMS: All company; All market information; Corporate strategy; Industry forecasts  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/4

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03766976 Supplier Number: 136218960 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Beverage study negates single-serve theory.**

September 12, 2005  
WORD COUNT: 816

PRODUCT NAMES: Rubbish collection and disposal (495312)  
CONCEPT TERMS: All company; Corporate strategy; Pollution  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/5

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03765710 Supplier Number: 135970125 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Heineken's goal brings beer spot to soccer fans: 'global' match touts champions League Sponsorship.**

September 05, 2005  
WORD COUNT: 252

COMPANY NAMES: HEINEKEN NV  
INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage  
PRODUCT NAMES: Malt beverages (208200); Canned beer and ale (208214); Bottled beer and ale (208228); Beer and ale in barrels and kegs (208242)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: European Union (EUCX); Netherlands (NET); North America (NOAX); United States (USA); Western Europe (WEEX)

12/8/6

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03764980 Supplier Number: 136236939 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**BREWING: The trouble brewing for S&N.**

September 15, 2005  
WORD COUNT: 1045

COMPANY NAMES: CARLSBERG BREWERIES AS; SABMILLER PLC; SCOTTISH & NEWCASTLE PLC  
INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage  
PRODUCT NAMES: Malt beverages (208200)  
CONCEPT TERMS: All company; All market information; Mergers, acquisitions & divestitures; Marketing campaign; Market share; Trends  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

12/8/7

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759987 Supplier Number: 135937513 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Coke Confirms: Sprite to CP+B.**  
September 08, 2005  
WORD COUNT: 274

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

Comment [q5]: You could also explore using IN=nonalcoholic beverages

12/8/8

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759743 Supplier Number: 135815567 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Jump-starting sales: unsure how to advance the profit needle? Here are some business-building tactics that worked.**  
December 2004  
WORD COUNT: 1522

INDUSTRY NAMES: Restaurants  
PRODUCT NAMES: Food service, institutional (581259)  
CONCEPT TERMS: All company; All market information; Corporate strategy; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/9

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03759431 Supplier Number: 135842742 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Uncork the potential: as our thirst for wine grows so too does our demand for affordable quality and competition is fierce as winemakers strive to deliver.**  
August 20, 2005  
WORD COUNT: 1398

INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Wines, brandy and brandy spirits (208400)

CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign; Sales  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

12/8/10

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03758022 Supplier Number: 135816683 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Turning on the juice: college campuses cater to all-day juice demand.**  
January 01, 2004  
WORD COUNT: 1067

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Beverage; Food; Nonalcoholic beverages; Restaurants  
PRODUCT NAMES: Fresh and canned fruit juices, nectars and concentrates  
(203381); Food service, institutional (581259); Colleges, universities,  
professional schools and junior colleges (822000); Colleges,  
universities, and professional schools (822100); Colleges (except  
junior) and universities (822144)  
CONCEPT TERMS: All company; All market information; Consumption;  
Corporate  
strategy; Trends  
MARKETING TERMS: All research; Consumer behavior  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/11

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03758014 Supplier Number: 135816686 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Flipping switches: from marketing to menus to management, restaurants  
shake  
things up to turn on profits in 2004.**  
January 01, 2004  
WORD COUNT: 1063

INDUSTRY NAMES: Restaurants  
PRODUCT NAMES: Eating and drinking places (580000); Eating places  
(581200)  
CONCEPT TERMS: All market information; Marketing campaign

12/8/12

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03758013 Supplier Number: 135815596 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Stylish sips: hot or cold, beverages are cool, and spirited marketing is  
the order of the day.**  
December 2004  
WORD COUNT: 837

SPECIAL FEATURES: Table  
COMPANY NAMES: ROY'S RESTAURANTS  
INDUSTRY NAMES: Restaurants  
PRODUCT NAMES: Eating places (581200)

CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/13**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03754015 Supplier Number: 135667984 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Late News; Nielsen finds more TVs; Hispanics top 11 million.**  
August 29, 2005  
WORD COUNT: 962

COMPANY NAMES: ANHEUSER-BUSCH COMPANIES INC; VERIZON WIRELESS INC  
INDUSTRY NAMES: Alcoholic beverages; Beer; Beverage; Broadcasting;  
Entertainment; Information industry; Mobile communications; Telecom  
services; Telecommunications  
PRODUCT NAMES: Malt beverages (208200); Household audio and video  
equipment and audio recordings (365000); Radiotelephone communications  
(481200); Cellular telephone services (481218); Television broadcasting  
(483300)  
CONCEPT TERMS: All market information; All product and service  
information  
; Hispanic market; Marketing campaign; Product introduction; Target  
markets; Users  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/14**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03746420 Supplier Number: 134210964 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Giants: HOTELS' 325 ranking reveals biggest chains still growing by leaps  
and bounds.**  
July 2005  
WORD COUNT: 7955

SPECIAL FEATURES: Table  
COMPANY NAMES: HILTON GROUP PLC  
INDUSTRY NAMES: Travel & leisure  
PRODUCT NAMES: Hotels and motels (701000)  
CONCEPT TERMS: All company; Corporate strategy  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

**12/8/15**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03745439 Supplier Number: 135380561 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**A vintage year for InterBaires: InterBaires has a global reputation as a  
beauty specialist, but the operator has not neglected the liquor and wine  
category.**  
August 01, 2005  
WORD COUNT: 1533

SPECIAL FEATURES: Table  
COMPANY NAMES: INTERBAIRES

INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Wines, brandy and brandy spirits (208400)  
CONCEPT TERMS: All market information; Company forecasts; Marketing  
campaign; Market size; Trends  
GEOGRAPHIC NAMES: Argentina (ARG); Latin America (LAMX); South &  
Central  
America (SOCX)

**12/8/16**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03745438 Supplier Number: 135380563 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Vodka rocks: travellers are starting to trade up to more expensive vodkas  
as this dynamic category begins to blossom.**  
August 01, 2005  
WORD COUNT: 2645

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Vodka (208542)  
CONCEPT TERMS: All market information; Industry forecasts; Marketing  
campaign; Trends  
GEOGRAPHIC NAMES: Eastern Europe (EAE); Eastern Europe (EAEX); European  
Union (EUC); European Union (EUCX); Western Europe (WEE); Western  
Europe (WEEX)

**12/8/17**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03745212 Supplier Number: 135253064 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Groups diverge on best way to recycle.**  
August 15, 2005  
WORD COUNT: 640

INDUSTRY NAMES: Metal packaging; Packaging  
PRODUCT NAMES: Beverages (208000); Aluminum cans (341164); Rubbish  
collection and disposal (495312)  
CONCEPT TERMS: All company; Corporate strategy; Pollution  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/18**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03744822 Supplier Number: 135241156 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**A billion-gallon category: Gatorade continues to dominate growing sports  
beverage category.**  
July 2005  
WORD COUNT: 577

SPECIAL FEATURES: Table  
COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA); GATORADE  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages; Pharmaceutical  
PRODUCT NAMES: Beverages (208000); Bottled and canned soft drinks and  
processed water (208600); Fruit drinks (208665); Nutritional

supplements (283483)  
CONCEPT TERMS: All market information; Marketing campaign; Market share;  
Market size  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/19

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03743443 Supplier Number: 135278172 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Work: New Campaigns - World.**

August 19, 2005

WORD COUNT: 596

SPECIAL FEATURES: Table

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA); NIKE INC

INDUSTRY NAMES: Advertising Agencies; Beverage; Business services;

Footwear; Nonalcoholic beverages

PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600); Rubber and plastics footwear (302000); Shoe products, plastic  
(308954); Footwear, except rubber (314000); Advertising agencies  
(731100)

CONCEPT TERMS: All company; All market information; Marketing campaign;  
Orders

MARKETING TERMS: Account activity; All agency; General agency

GEOGRAPHIC NAMES: Australia & New Zealand (AUN); Australia & New Zealand  
(AUNX); Australia (AUS); North America (NOAX); Pacific Rim (PARX);  
United States (USA)

12/8/20

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03739496 Supplier Number: 135218280 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Ocean Spray: still making waves after 75 years.**

July 2005

WORD COUNT: 2785

COMPANY NAMES: OCEAN SPRAY CRANBERRIES INC

INDUSTRY NAMES: Beverage; Food; Nonalcoholic beverages

PRODUCT NAMES: Fresh and canned fruit juices, nectars and concentrates  
(203381); Frozen fruit juices and concentrates (203746)

CONCEPT TERMS: All market information; All product and service  
information

; Company forecasts; Marketing campaign; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/21

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03735674 Supplier Number: 134921710 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Summer grilling plans are s-m-o-k-i-n-g! Promotional assistance for  
retailers targeting the lucrative summer grilling months is helping to  
drive sales of retail beef, pork, and poultry.**

March 2005

WORD COUNT: 1406

INDUSTRY NAMES: Food; Household appliances  
PRODUCT NAMES: Meat products (201000); Fresh and frozen meat (201100);  
Household appliances (363000)  
CONCEPT TERMS: All company; All market information; Marketing campaign;  
Orders  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/22**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03731689 Supplier Number: 134331339 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Fortune's Courvoisier push is a pass; Boost from rapper Busta Rhymes is not  
enough to grow new cognac label.**  
July 18, 2005  
WORD COUNT: 653

COMPANY NAMES: ALLIED DOMECQ PLC; FORTUNE BRANDS INC  
INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Beverages (208000); Wines, brandy and brandy spirits  
(208400); Brandy (208491)  
CONCEPT TERMS: All company; All market information; Capital expenditures;  
Company forecasts; Marketing campaign; Market share  
NAMED CHARACTERS: Rhymes, Busta  
GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United  
Kingdom (UNK); United States (USA); Western Europe (WEEX)

**12/8/23**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03730247 Supplier Number: 134896520 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**NEWS ANALYSIS: Consumer brands give the web a key role.**  
August 04, 2005  
WORD COUNT: 1250

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Business services; Nonalcoholic beverages;  
Professional management services  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600); Cleaning preparations and toiletries (284000); Advertising  
(731000); Management consulting services (874200)  
CONCEPT TERMS: All market information; Marketing campaign  
MARKETING TERMS: All media; Interactive  
GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United  
Kingdom (UNK); United States (USA); Western Europe (WEEX)

**12/8/24**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03729048 Supplier Number: 134589094 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Miles away as Coke tinkers with Sprite: looming departure of Miles Thirst  
may cost Ogilvy the account.**  
July 25, 2005

WORD COUNT: 741

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/25**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03728413 Supplier Number: 134777709 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**State of the industry: primed for growth; Both traditional and  
Internet-based home delivery services attract time-pressed consumers  
willing to pay more for convenience.**

June 2005

WORD COUNT: 553

INDUSTRY NAMES: Food  
PRODUCT NAMES: Food and kindred products (200000)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/26**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03722614 Supplier Number: 134629716 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**24. KARL ALBRECHT; CO-CHAIRMAN, ALDI.**

July 25, 2005

WORD COUNT: 536

COMPANY NAMES: ALDI INC  
INDUSTRY NAMES: Food  
PRODUCT NAMES: Food and kindred products (200000)  
CONCEPT TERMS: All company; All market information; Company forecasts;  
Corporate strategy; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/27**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03722315 Supplier Number: 134626539 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Dinnerhouses boost sales with updated menus, new marketing pushes.**

July 25, 2005

WORD COUNT: 2640

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Restaurants  
PRODUCT NAMES: Eating places (581200)  
CONCEPT TERMS: All market information; Marketing campaign; Sales  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/28

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03720653 Supplier Number: 134544046 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**As canned tuna sales dive, companies plan ad blitz to reel buyers back in.**

July 27, 2005

WORD COUNT: 1139

INDUSTRY NAMES: Food

PRODUCT NAMES: Canned and cured fish and seafood (209100); Canned tuna (209123); Fresh and frozen prepared fish and seafood (209200)

CONCEPT TERMS: All market information; Industry forecasts; Marketing campaign; Market size; Sales

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/29

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03710644 Supplier Number: 134164285 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Smirnoff is a clear winner in Diageo's spirits collection: the world's biggest alcoholic beverage company uses packaging to help maintain Smirnoff as the leading U.S. vodka.**

June 2005

WORD COUNT: 1744

COMPANY NAMES: DIAGEO PLC

INDUSTRY NAMES: Alcoholic beverages; Beverage

PRODUCT NAMES: Vodka (208542)

CONCEPT TERMS: All company; All market information; Corporate strategy; Financial data; Output; Trends

GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

12/8/30

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03707872 Supplier Number: 133998957 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PROFILE: Martin Glenn's new world order.**

July 12, 2005

WORD COUNT: 995

COMPANY NAMES: PEPSICO UK

INDUSTRY NAMES: Beverage; Nonalcoholic beverages

PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600)

CONCEPT TERMS: All company; All market information; Corporate strategy; Marketing campaign

NAMED CHARACTERS: Glenn, Martin

GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United Kingdom (UNK); United States (USA); Western Europe (WEEX)

12/8/31

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03705915 Supplier Number: 133963919 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**CEO sells Pepsi-Cola Bottling of Charlotte.**  
July 09, 2005  
WORD COUNT: 738

COMPANY NAMES: PEPSI-COLA BOTTLING CO  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)  
CONCEPT TERMS: All company; Corporate strategy; Mergers, acquisitions &  
divestitures  
NAMED CHARACTERS: Halton, Dale  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/32**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03703196 Supplier Number: 133892674 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Production problems delay launch of Oasis fruit juice.**  
July 07, 2005  
WORD COUNT: 267

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Food; Nonalcoholic beverages  
PRODUCT NAMES: Fresh and canned fruit juices, nectars and concentrates  
(203381); Bottled and canned soft drinks and processed water (208600)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/33**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03697409 Supplier Number: 133705452 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Oregon wines divide and conquer.**  
June 27, 2005  
WORD COUNT: 679

INDUSTRY NAMES: Alcoholic beverages; Beverage  
PRODUCT NAMES: Wines, brandy and brandy spirits (208400)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/34**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03695626 Supplier Number: 133495021 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Beer guys play for laughs as spirits rock.**  
June 20, 2005  
WORD COUNT: 2833

SPECIAL FEATURES: Table  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: Eastern Europe (EAE); Eastern Europe (EAEX); European

Union (EUC); European Union (EUCX); North America (NOAX); United States (USA); Western Europe (WEE); Western Europe (WEEX)

**12/8/35**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03695389 Supplier Number: 133733435 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Dutch Take Over Coke Light in Germany.**

June 24, 2005

WORD COUNT: 138

COMPANY NAMES: COCA-COLA GMBH; STRAWBERRYFROG

INDUSTRY NAMES: Advertising Agencies; Beverage; Business services; Nonalcoholic beverages

PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600); Advertising agencies (731100)

CONCEPT TERMS: All company; All market information; Marketing campaign; Orders

MARKETING TERMS: Account activity; All agency; General agency

BRAND NAMES: Coca-Cola Coke Light (Soft drink)

GEOGRAPHIC NAMES: European Union (EUCX); Germany (GER); Netherlands (NET); Western Europe (WEEX)

**12/8/36**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03693210 Supplier Number: 133657060 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**CUSTOM MADE; IN THEIR QUEST TO REVIVE SOFT SODA SALES, CARBONATED-SOFT-DRINK MAKERS ARE TRYING TO LEAVE NO CONSUMER GROUP UNSERVED.**

June 27, 2005

WORD COUNT: 1128

INDUSTRY NAMES: Beverage; Nonalcoholic beverages

PRODUCT NAMES: Beverages (208000); Bottled and canned soft drinks and processed water (208600)

CONCEPT TERMS: All market information; Industry forecasts; Marketing campaign; Trends

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/37**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03689981 Supplier Number: 133530104 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Flavor: how much do we really understand?**

June 2005

WORD COUNT: 2438

COMPANY NAMES: LEATHERHEAD FOOD INTERNATIONAL

INDUSTRY NAMES: Chemical; Food; Organic chemicals (industrial)

PRODUCT NAMES: Food and kindred products (200000); Flavoring extracts and

syrups NEC (208700); Food colorings (208757); Organic dyes and pigments

(286586); Synthetic perfume and flavoring materials (286932)  
CONCEPT TERMS: All company; All market information; All product and  
service information; Corporate strategy; Quality; Trends  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western  
Europe (WEEX)

**12/8/38**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03685304 Supplier Number: 133412689 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Automation's Achilles' heel: networked systems, remote diagnostics and  
processing-floor visibility offer great benefits, but the enabling  
technology can be a gateway for prying eyes and malicious intent.**

June 2005

WORD COUNT: 1515

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Food; Software  
PRODUCT NAMES: Food and kindred products (200000); Utility software  
packages (737242)  
CONCEPT TERMS: All company; All product and service information;  
Applications; Corporate strategy  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/39**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03679171 Supplier Number: 133143873 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Heineken Talks to 5 About Global Project.**

June 09, 2005

WORD COUNT: 224

COMPANY NAMES: HEINEKEN USA INC (HEINEKEN NV); WIEDEN & KENNEDY INC  
INDUSTRY NAMES: Advertising Agencies; Alcoholic beverages; Beer;  
Beverage;  
Business services  
PRODUCT NAMES: Malt beverages (208200); Advertising agencies (731100)  
CONCEPT TERMS: All company; All market information; Marketing campaign;  
Orders  
MARKETING TERMS: Account activity; All agency; General agency

**12/8/40**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03677006 Supplier Number: 133185845 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Promising on-premise sales: new products and healthier options dominate  
dining trends.**

May 2005

WORD COUNT: 964

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages; Restaurants  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600); Eating places (581200)

CONCEPT TERMS: All market information; All product and service information  
; Marketing campaign; Product introduction; Sales  
GEOGRAPHIC NAMES: North America (NOAX); United States (USAX); Pacific Coast States (USPCX); Washington (USWA)

**12/8/41**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03670780 Supplier Number: 132192327 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Text marketing becomes wireless' "Idol": with "Idol" success and short codes, more industries show interest in entering the fray.**  
April 15, 2005  
WORD COUNT: 948

CONCEPT TERMS: All market information; All product and service information  
; Applications; Marketing campaign; Trends  
MARKETING TERMS: All media; Interactive  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/42**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03670446 Supplier Number: 132895180 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Shape Shifters.**  
June 01, 2005  
WORD COUNT: 425

COMPANY NAMES: NEXTEL COMMUNICATIONS INC  
INDUSTRY NAMES: Mobile communications; Telecom services; Telecommunications  
PRODUCT NAMES: Radiotelephone communications (481200); Cellular telephone services (481218)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/43**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03669920 Supplier Number: 133012806 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Ship shape: IHG gets back on course as a stand-alone hotel company.**  
May 15, 2005  
WORD COUNT: 2395

COMPANY NAMES: INTERCONTINENTAL HOTELS GROUP  
INDUSTRY NAMES: Travel & leisure  
PRODUCT NAMES: Hotels and motels (701000)  
CONCEPT TERMS: All market information; Marketing campaign  
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

12/8/44

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03668509 Supplier Number: 132819209 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**For Dark Beer, VR Keeps It Light.**

May 19, 2005

WORD COUNT: 452

COMPANY NAMES: NEWCASTLE BROWN; VITROROBERTSON

INDUSTRY NAMES: Advertising Agencies; Alcoholic beverages; Beer;  
Beverage;

Business services

PRODUCT NAMES: Malt beverages (208200); Advertising agencies (731100)

CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign

MARKETING TERMS: All agency; All campaign; Campaign awards; General  
agency

; New campaign

GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United  
Kingdom (UNK); United States (USA); Western Europe (WEEX)

12/8/45

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03668220 Supplier Number: 132941839 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Making history: after a half-century of ideas and innovation, conflict  
and**

**controversy, McDonald's approaches its 50th anniversary at the top of its  
game. Has the chain's strong rebound proven it has the staying power for  
another five decades?**

March 01, 2005

WORD COUNT: 4765

SPECIAL FEATURES: Table

COMPANY NAMES: MCDONALD'S CORP

INDUSTRY NAMES: Restaurants

PRODUCT NAMES: Eating places (581200)

CONCEPT TERMS: All market information; Marketing campaign

NAMED CHARACTERS: Kroc, Ray

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/46

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03668130 Supplier Number: 132846703 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Minerals in Japan: a perspective; Calcium and iron are the priority  
minerals in Japan.**

May 2005

WORD COUNT: 1251

INDUSTRY NAMES: Pharmaceutical

PRODUCT NAMES: Vitamin and mineral preparations (283482); Nutritional  
supplements (283483)

CONCEPT TERMS: All government; All market information; Consumption;  
Marketing campaign; New laws

GEOGRAPHIC NAMES: Japan (JPN); Pacific Rim (PARX); Southern & Eastern Asia (SSAX)

**12/8/47**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03667121 Supplier Number: 132893000 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Lancer Corp. focuses on business, after Coca-Cola probe.**

May 29, 2005

WORD COUNT: 1009

COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA); LANCER CORP  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600); Automatic merchandising machine operators (596200)  
CONCEPT TERMS: All company; All government; Corporate strategy; Litigation  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/48**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03664222 Supplier Number: 132270060 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Restructuring.**

April 2005

WORD COUNT: 2229

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Banking  
PRODUCT NAMES: Financial institutions (600000)  
CONCEPT TERMS: All company; Corporate strategy; Orders  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**12/8/49**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03657487 Supplier Number: 132187658 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**R&D centers seek downtown talent; Major firms evoking dot.com era to attract young tech workers.**

May 02, 2005

WORD COUNT: 891

COMPANY NAMES: MOTOROLA INC; PEPSICO INC; WM WRIGLEY JR CO  
INDUSTRY NAMES: Beverage; Candy; Food; Nonalcoholic beverages; Snack foods  
; Telecom equipment; Telecommunications  
PRODUCT NAMES: Chocolate candy (206429); Nonchocolate candy (206458); Bottled and canned soft drinks and processed water (208600); Telephone and telegraph apparatus (366100)  
CONCEPT TERMS: All company; All market information; Capacity; Corporate strategy  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/8/50

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

03656608 Supplier Number: 132545535 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Warren Buffett's philosophy pays off for Lancaster, Pa., financial adviser.**

May 16, 2005  
WORD COUNT: 1949

COMPANY NAMES: BERKSHIRE HATHAWAY INC; CONSUMER NEWS & BUSINESS CHANNEL PARTNERSHIP  
INDUSTRY NAMES: Broadcasting; Entertainment; Information industry; Insurance  
PRODUCT NAMES: Cable television (CATV) networks and channels (484014); Cable television (CATV) systems operators (484020); Fire, marine, and casualty insurance (633000)  
CONCEPT TERMS: All company; All government; Corporate strategy; Litigation  
; Orders  
NAMED CHARACTERS: Buffett, Warren E. Russo, Tom  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)  
?

S NONALCOHOLIC  
S13 40086 NONALCOHOLIC  
?

Set	Items	Description
S1	59851	2003 AND 2004
S2	756852	MARKETING
S3	77914	PROMOTION
S4	0	SOFT DRINKS
S5	95911	BEVERAGE
S6	697	S2 AND S5 AND S1
S7	0	NONALCOHOLIC BEVERAGES
S8	238201	MARKETING CAMPAIGN
S9	343812	CORPORATE STRATEGY
S10	45692	DAIRY
S11	0	SOFT DRINKS
S12	334	S1 AND (S8 OR S9) AND (S5 NOT S10)
S13	40086	NONALCOHOLIC

?

S S1 AND (S8 AND S9) AND (S5 AND S13 NOT S10)  
59851 S1  
238201 S8  
343812 S9  
95911 S5  
40086 S13  
45692 S10  
S14 6 S1 AND (S8 AND S9) AND (S5 AND S13 NOT S10)  
?

TYPE 14/9/1-6

14/9/1

DIALOG(R)File 9:Business & Industry(R)  
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03707872 Supplier Number: 133998957 (THIS IS THE FULLTEXT)  
**PROFILE: Martin Glenn's new world order.**

Brand Strategy, p 16  
July 12, 2005  
DOCUMENT TYPE: Newsletter ISSN: 0965-9390 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 995

TEXT:

Elen Lewis meets Pepsico boss Martin Glenn to talk about crisps, how he has stood up to the food industry critics and why British consumers keep him awake at night

As the public face of the British food and snacks industry, Martin Glenn, president of Pepsico, looks very healthy indeed. Dressed in a bright yellow, Pepsico polo shirt, he assures me he eats crisps daily. "Really?" I ask, scanning his huge, light-flooded office for empty crisp packets. "Well, actually, it's two bags, with my sandwiches everyday. I couldn't give them up," he replies. Since Glenn appeared in front of the UK government health select committee for its 2004 obesity report, he has been a lone, compelling voice debating with food critics. "There are lots of extreme views around the causes of obesity, which make for good copy but don't stand a blast of 'well, let's think about the facts.' If you run the risk of the odd bloody nose in a debate, then people start to moderate," he reveals.

As the president of Pepsico UK and Ireland, Glenn heads up a \$2.2bn (#1.2bn) turnover business with brands such as Walkers, the UK's best-selling crisps, Tropicana juice, Quakers oats and the Pepsi franchise.

Mark Sherrington, global marketing director at SAB Miller, has known Glenn for about 12 years. "Martin has the excellent combination of being very clever and having an engaging style. It's good when someone like him gets to the top because he's not a ruthless bastard," he says.

Sherrington managed to persuade Glenn to star in a new business publishing venture, which saw the Pepsico president feature on a DVD entitled: Martin Glenn, the best job in the world? Glenn seems a little uncomfortable with the publicity and admits that it wasn't until the "fourth beer" that he was persuaded to co-operate.

"I thought it was going to be more about the Walkers story, and that made me feel a bit uncomfortable because I'm not Richard Branson," he says.

Glenn's humility is appealing and Sherrington believes this is one reason he's so successful: "He doesn't take himself too seriously. He always has a calm resolve and I've never seen him lose his cool. He also has a single-mindedness about the quality of people he works with and a loyalty

for them."

Glenn was brought up in the West Midlands and educated at Oxford University. In 1976, during his A-levels, he entered a Guardian essay competition, which was about why graduates won't work in the private sector. Glenn wrote about why he would choose to work in industry.

"At the time when I was selecting the companies I might join, I never would have worked at a tobacco company - my dad died of emphysema last year. I wasn't sure about alcohol either, although I drink myself. I thought, what could be wrong with Cadbury? I thought it was as ethical as you could get. I still don't think there's any moral dilemma in choosing a well-run food company." Glenn chose to join Cadbury Schweppes as a management trainee; this was followed by a stint as a management consultant, and four years at Mars Petfoods, before he joined Walkers as new product development director in 1992. When Glenn was a line marketer there were two things that made him excited. He liked to puzzle through the brand positioning and work out the things that people care about:

"It's an interesting fusion of analysis and creativity. I'm a big history buff; I like reading history books. So it's capturing what we've learnt. OK, we've got all these things, what are the facts, what does history tell us? What's the right method for minimising the risks we've got to take?"

Glenn talks of the importance of taking bold steps and his own career has been punctuated with brave decisions. Although he admits that the Walkers ad campaign using ex-footballer Gary Lineker was bold for its time, it wasn't his bravest move. That was the launch of Doritos, a tortilla chip that propelled Walkers beyond crisps and into adult evening snacks.

To enter the market, Walkers had to invest #20m on building a factory from scratch. "From a people point of view I was nervous; it was a big deal for the business. It could have been, within my world, within the Pepsico world, a public failure. It's probably more about reputation than money."

The stakes were also high because Glenn had to make waves in the US, where Doritos was an iconic brand. He didn't want to copy its packaging and he also didn't want to use its advertising. "To get to a market proposition, I ruffled too many feathers for anything but great success. Anything else would have been life threatening," he jokes.

In his role as Pepsico president, Glenn is still preoccupied with consumers. They keep him awake at night. "The consumer is extremely volatile at the moment. It's hard to predict. There's such a guilt level about food. The UK consumer is behaving differently to anyone else around the world. Can we be seen by consumers as one of the most progressive parts of the food industry? Part of the new order - that's the challenge we talk about."

So Glenn may be 'Mr Nice Guy', but he's also very competitive and it's this

that drives him forward. "I like to win. I like to be part of the winning team. I still get a buzz from financial results: are we better than a year ago? Are we beating people? Are we better than benchmarked companies? It's the sense of continuous improvement. Otherwise, why bother?"

MARTIN GLENN

Age: 45

Education: Born Tamworth, Staffordshire; educated at St Francis of Assisi School, followed by a BA in politics, philosophy and economics at Merton College, Oxford.

Career: 1981-85, management trainee Cadbury Schweppes; 1985-88, management consultant; 1988-92, marketing manager Mars Petfoods; 1992- 94, director of  
NPD Walkers; 1994-98, vice-president marketing Walkers; 1998-2003, president Walkers Snacks; 2003-present president Pepsico UK and Ireland.

Freetime: Married with three children. Coaches his son's football team. Director of Leicester City Football Club.

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COMPANY NAMES: PEPSICO UK

INDUSTRY NAMES: Beverage; Nonalcoholic beverages

PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)

CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign

NAMED CHARACTERS: Glenn, Martin

GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United  
Kingdom (UNK); United States (USA); Western Europe (WEEX)

14/9/2

DIALOG(R)File 9:Business & Industry(R)  
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03496189 Supplier Number: 122813374 (THIS IS THE FULLTEXT)

**Cola giants fatten up low-cal entries: Cadbury Schweppes, Pepsi, Coke  
focus**

**on fast-growing segment.**

**(Category Wars)**

Brandweek, v 45, n 34, p 6

September 27, 2004

DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 682

TEXT:

WHILE THE COLA WARS GET all the hype, the real battle in 2005 will take place among the soft drink giants' diet soda portfolios as Coca-Cola, PepsiCo and Cadbury Schweppes focus an unprecedented amount of attention on their low-calorie entries.

Best known for their carbonated "sugar waters," the three are betting their artificially sweetened sodas will continue strong sales growth and stave off defections to their less profitable water brands.

Media spending will continue to surge as new diet brands debut, old warhorses receive facelifts and top diet trademarks get more focus. Cadbury Schweppes, for example, has said it will "significantly increase" its 2005 marketing budget for Diet Dr Pepper. Cadbury spent \$23 million on media in 2003 and \$17 million for the first half of 2004, per TNS/CMR.

Overall spending on diet sodas for the first six months of this year (\$59 million) has already eclipsed 2003 totals (\$55 million), per TNS/CMR. Comparatively, the big three spent \$334 million through June and \$520 million in 2003 on their sugared brands.

Cadbury has also taken the unusual tack of leading with a diet version of its new Cherry Vanilla Dr Pepper for the brand's launch. "There is an increased awareness and concern among consumers about health," said Jim Trebilcock, svp-marketing for Cadbury Schweppes Americas Beverages, who added that, "there is an increasing appetite for variety in non-cola brands."

Diet Cherry Vanilla Dr Pepper will launch nationally in January with limited availability in some markets on Oct. 15. The No. 3 soft drink company has elected to only make the regular version available in some core Southwest markets. Ads, via Young & Rubicam, New York, will feature regular Dr Pepper's new umbrella slogan, "One taste and you get it." The company is also in the midst of rolling out 7 Up Plus--a vitamin-fortified, low-cal soft drink.

Diet Dr Pepper's "New look same you" campaign, also via Young & Rubicam, should get a lot of attention thanks to its inflated marketing budget and its first national promotion dangling fitness equipment next year.

Finally, Cadbury will also better leverage its partnership with Weight Watchers, inked earlier this year, through a series of print ads touting Diet Dr Pepper and Diet 7 Up.

Pepsi, meanwhile, has big plans for its diet beverage portfolio beginning with the relaunch of Diet Sierra Mist as Sierra Mist Free, per sources. Those entries echo Coca-Cola North America's Diet Sprite rejiggering as Sprite Zero, which is slowly rolling out now.

Sierra Mist Free's new brand positioning will leverage the drink's benefits for teens and children--namely its lack of sugar and caffeine. "It's for parents who don't want their kids drinking a lot of caffeine," said one source. Pepsi One, best known for 1999 ads with actor Cuba Gooding Jr., will get another go-round with a new Splenda-based formula, a "cool, urban" positioning and updated graphics. The new formula is said to have a fuller taste. POP will aim to educate consumers on the benefits of the product.

Diet Mountain Dew is also expected to be reformulated and will get a bigger retail presence. Diet Pepsi, meanwhile will be more prominently tied into national promos whereas Dew and Pepsi used to take the lead. Pepsi would not confirm details. However spokesman Dave DeCecco said: "Diets are exploding. They've been a growth driver over the last several years with no signs of slowing."

As for Coke, Dan Dillon, vp for Coke's diet portfolio, said the category is being driven by "growing consumer demand towards lower calorie products." Adding that beyond Sprite Zero, "the Coca Cola Company will continue to deliver against expanding consumer interest in diet products in 2005.

The efforts come as sales of sugar-laden regular products continue to fizzle. Diet volume grew 6.1% through August while regular sodas shrank 7.3%, per Beverage Digest, Bedford Hills, N.Y.

Diet growth "is basically a rising tide lifting all boats," said Gerry Khermouch, editor of Beverage Insights, West Nyack, N.Y. "Even woebegone brands like Diet 7 Up are seeing a lift."

But mid-calorie offerings C2 and Pepsi Edge that launched this summer are a different story. One Pepsi bottler called the category "terrible. The stuff is just sitting there."

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INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600); Bottled carbonated soft drinks (208613)  
CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign; Trends  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

14/9/3

DIALOG(R)File 9:Business & Industry(R)  
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03472320 Supplier Number: 123634033 (THIS IS THE FULLTEXT)

**Coke to Hear Ideas on Classic Brand.**

**(NATIONAL)**

AdWeek Online, p NA

September 15, 2004

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 499

TEXT:

NEW YORK -- Coca-Cola, which said its second-half earnings will decline, is preparing to meet with at least three agencies to hear ideas on how the

company can better leverage its Coke Classic brand in international and domestic campaigns, sources said.

Coke said earnings per share for the second half of 2004 would be between 77 cents and 82 cents, compared with 88 cents per share during the first six months of 2003. The company said worldwide volume growth in the third quarter was below 1 percent, and that volume for the full year would be less than 2 percent.

Coke cited weak sales in North America, operations issues in Germany and unseasonable weather in Northern Europe as reasons for the disappointing volume.

"I am not satisfied with this performance or the anticipated results," worldwide CEO Neville Isdell told analysts. "They are symptoms of problems that demand strong corrective actions and initiatives that will put this company firmly on its proper growth course." Isdell returned to Coke in early June as CEO, succeeding Doug Daft, who is retiring.

Coke will hear from WPP Group's Berlin Cameron/Red Cell (which handles Coke Classic in the U.S. and masterminded the current "Real" campaign); Interpublic's McCann Erickson (which handles Coke in some overseas markets); and Publicis Groupe's Publicis (which works for Coke's Minute Maid), sources said.

Sources said multiple offices of these shops are involved in the creative assignment. The agencies will meet with Coke within the next two weeks at the company's headquarters in Atlanta.

Independent Taxi in Toronto, not a roster shop, and London-based indie Mother, which handles Coke Classic in the U.K., also received the brief, sources said, but it could not be immediately determined if either has a meeting scheduled.

Agency executives either declined comment or could not be reached.

Undisclosed other shops may also be involved, sources said.

A Coke representative declined to comment on any aspect of the undertaking.

In August, Coke confirmed that the company had briefed some agencies on a project that would augment Coke Classic advertising (Adweek, Aug. 11), but disclosed no other information.

The goal is to be able to run at least two spots and some billboard ads that are appropriate for any country, regardless of culture, and reinforce the "iconic" nature of the brand, sources said. Billings on the assignment have not been determined.

There is currently no single agency working on international advertising; print and TV work are created and placed on a country-by-country basis.

The client spends upwards of \$300 million in media worldwide on Coke Classic.

Two weeks ago, Interpublic Group's Campbell-Ewald in Warren, Mich.,

presented ideas on Coke Classic to svp, chief marketing officer Chuck Fruit, sources said. It was not clear if the shop was working from the so-called "iconic brief," because that project is being handled by Marc Mathieu, who runs global brand advertising for Coke Classic, Javier Benito, North America CMO, and Esther Lee, the company's chief creative officer. Sources said none of those executives was present at the Campbell-Ewald presentation.

A Campbell-Ewald rep declined to comment.

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COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)  
CONCEPT TERMS: All company; All market information; Corporate strategy;  
Marketing campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

14/9/4

DIALOG(R)File 9:Business & Industry(R)  
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03472148 Supplier Number: 123634045 (THIS IS THE FULLTEXT)  
**As Earnings Sag, Coke to Hear Ideas on Classic Brand.**  
**(NATIONAL)**  
AdWeek Online, p NA  
September 15, 2004  
DOCUMENT TYPE: Journal; News Brief (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 499

TEXT:  
NEW YORK -- Coca-Cola, which said its second-half earnings will decline, is preparing to meet with at least three agencies to hear ideas on how the company can better leverage its Coke Classic brand in international and domestic campaigns, sources said.

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A Campbell-Ewald rep declined to comment.

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COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA)

INDUSTRY NAMES: Beverage; Nonalcoholic beverages

PRODUCT NAMES: Bottled and canned soft drinks and processed water

(208600)

CONCEPT TERMS: All company; All market information; Corporate strategy;  
Financial data; Marketing campaign  
MARKETING TERMS: All campaign; New campaign  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

14/9/5

DIALOG(R)File 9:Business & Industry(R)  
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03335572 Supplier Number: 115048662 (THIS IS THE FULLTEXT)

**Late News; Delta Air Lines issues RFI to ad consultants.  
(request for information)**

Advertising Age, v 75, n 14, p 1  
April 05, 2004

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1033

TEXT:

(Atlanta) Delta Air Lines, preparing an evaluation of its marketing business, has issued a request for information to ad industry search consultants. The airline, which spent \$21.6 million last year, is seeking to evaluate industry best practices and to identify cost savings, often a precursor to a review. The airline's roster includes independent BrightHouse, Atlanta, Publicis Groupe's Starcom MediaVest Group and Interpublic Group of Cos.' ModemMedia. Delta's low-cost service Song works with Kirshenbaum Bond & Partners for creative and Media Kitchen, both part-owned by MDC Partners.

GMMB drops creative duties on Kerry campaign

(Washington) Omnicom's GMMB is out as one of Sen. John Kerry's two creative shops. GMMB's Jim Margolis attributed the change to fee differences. GMMB will continue buying ads for the campaign. The changes puts Bob Shrum, of Shrum Devine & Donilon, in complete charge of Kerry advertising for now. Mr. Margolis said the change was due "to proposed contract changes with the media firms." Kerry campaign manager Mary Beth Cahill issued a statement saying the campaign was disappointed about the change, "but pleased that his firm will continue to provide the best television placement in the business." See AdAge.com QwikFIND aap51h

PepsiCo 'green dot' plays up healthy choices

(Purchase, N.Y.) PepsiCo, in the first corporate branding effort of this scale, is in the early stages of planning a consumer image campaign using a "green dot" icon to recast its perception as a junk food marketer. The December effort will use the dot as a sort of seal of approval for brands across the range of PepsiCo's brand portfolio. The total marketing budget for the effort is estimated to be about \$10 million to \$12 million, according to executives close to the situation. Omnicom Group's Element 79, Chicago, will handle.  
Yahoo! repositions itself as 'Life Engine'

(Sunnyvale, Calif.) Leading U.S. portal Yahoo! this week repositions itself as a "Life Engine," dropping its 10-year-old "Do You Yahoo?" line. The new TV and online campaign is from WPP Group's Soho Square, New York. As part of the repositioning, Yahoo! is pushing "Y!" as its icon equivalent of the Nike swoosh. Spending on the campaign was undisclosed. According to TNS Media Intelligence/CMR, Yahoo! spent \$38.9 million in 2003, down from \$42.1 million in 2002.

Carr sues Kirshenbaum, Bond for \$6 million

(San Francisco) Nigel Carr, former managing partner, general manager and third owner of Kirshenbaum Bond & Partners West, is suing former employers Richard Kirshenbaum and Jon Bond for more than \$6 million, charging he was cheated out of his share of the reported \$75 million sale of a majority stake in the San Francisco and New York agency to MDC Partners. In documents filed in San Francisco Superior Court, Mr. Carr said he was pressured and tricked by his former partners into signing a document that limited his ownership rights in the event of an agency sale. Mr. Carr, who was fired from the agency in January, also asked the court to dissolve Kirshenbaum West, currently operating with new management. Both Mr. Carr and a Kirshenbaum spokeswoman declined to comment.

Wieden & Kennedy talent create new ad agency

(El Segundo, Calif.) In a bid to better merge advertising with design, three former Wieden & Kennedy creatives are forming a new shop, 72andSunny, with offices in Southern California and Amsterdam. Greg Perlot, formerly a Microsoft ad director, is joining creatives John Boiler, Glenn Cole and Robert Nakata in the new agency. Initial clients include Bugaboo Baby Strollers, the NBA's Portland Trail Blazers and the USA Network.

WPP to grant stock incentives to 19 execs

(London) WPP Group amended a compensation plan that would grant stock incentives to 19 executives, including up to \$80 million to Chief Executive Martin Sorrell. The Leadership Equity Acquisition Plan would grant executives up to five shares of stock for each share they own if WPP meets performance targets against 14 other companies. The Association of British Insurers, the U.K.'s National Association of Pension Funds and Pension Investment Research Consultants had objected to a "relevance factor" that adjusted the rival companies' results before comparison. WPP amended its proposal to eliminate the factor, and postponed a shareholder meeting to vote on the plan until April 16. See AdAge.com QwikFIND: aap51g

Garfinkel hires lead to Kuperman speculation

(New York) Lee Garfinkel, chairman and chief creative officer of DDB, New York, part of Omnicom Group is interviewing candidates for a senior account side position at the agency. The move has led to speculation that Bob Kuperman, New York president, will move into a new role at DDB. When asked about the changes, Mr. Kuperman said, "As of right now we are staying as we

are. What will happen in the future, I can't say.' Commenting on new hires, Mr. Garfinkel said: "This will be the year I put my team in place."

'NY Sun' looking for extra \$35 million

(New York) Though it's circulation is higher than expected, the two-year-old New York Sun is still struggling for advertisers, according to Crain's New York Business. The paper's circulation, at about 55,000, is higher than expectations, said co-founder Michael Steinhardt. But advertising is running "more than a little behind plan," he said. He reckoned the paper will need 100,000 readers and four times more ads than it has now in order to break even. To make up for the lack of ads, the conservative daily is trying to raise another \$35 million, said Mr. Steinhardt. He and fellow co-founder Roger Hertog will provide some of the funding, along with new investors who Mr. Steinhardt declined to identify. He estimated that losses at the paper have hit about \$25 million. Mr. Steinhardt noted that it typically takes newspapers many years to turn profitable.

FYI ...

PepsiCo and the National Football League extended their sponsorship agreement through 2011, the beverage company and the league announced. Executives close to the marketer and the NFL said the new deal, which begins with the 2004 season, is worth about \$500 million, or roughly \$62 million a year. ...The Alcohol and Tobacco Tax and Trade Bureau, concerned about growing unregulated low carb claims for beers, wines and distilled spirits, is readying an industry guidance to define what will constitute "low carb" brands and low carb claims that can be made in the ads for spirits used in mixed drinks.

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COMPANY NAMES: DDB NEW YORK; DELTA AIR LINES INC; GMMB; KIRSCHENBAUM BOND &

PARTNERS WEST; PEPSICO INC; WPP GROUP PLC; YAHOO INC  
INDUSTRY NAMES: Advertising Agencies; Airline; Beverage; Business services

; Information industry; Nonalcoholic beverages; Online services; Publishing; Transportation; Travel & leisure

PRODUCT NAMES: Bottled and canned soft drinks and processed water (208600); Newspapers (271000); Air transportation services, scheduled (451200); Advertising agencies (731100); On-line service providers (737500)

CONCEPT TERMS: Ad budget; All company; All government; All market information; Corporate strategy; Joint venture; Litigation; Marketing campaign; Orders

MARKETING TERMS: All agency; General agency

NAMED CHARACTERS: Carr, Nigel

GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); United Kingdom (UNK); United States (USA); Western Europe (WEEX)

14/9/6

DIALOG(R)File 9:Business & Industry(R)

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03276480 Supplier Number: 114486131 (THIS IS THE FULLTEXT)  
**Word from Wall Street: what leading analysts are saying about the CSD market.**  
**(Wall Street Analysis with Levy, Herzog, Branca, and Greenberg)**  
Beverage Aisle, v 13, n 3, p 28  
March 15, 2004  
DOCUMENT TYPE: Journal ISSN: 1060-9180 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1468

TEXT:  
ON COCA-COLA ...

Bonnie Herzog: Coca-Cola is launching Nativa, a soft drink in Argentina flavored with the country's traditional yerba mate herbal tea. We like reading news like this because it shows that The Coca-Cola Company continues to attempt to innovate to local taste preferences. For the last couple of years, some of Coca4gola's most successful launches have come from the company trying to cater to local tastes like Georgia Coffee, Qoo and Vanilla Coke.

On November 26, we learned from a Subway franchisee that Coca-Cola did in fact win the attractive Subway fountain account from PepsiCo. Although we believe this is positive for Coke, especially in terms of volume, we're not convinced it's positive for profits, since we learned that Coke paid quite a bit of money to secure this contract.

Therefore, although the Pepsi system lost this large fountain chain, which could be the company's largest fountain customer, we're not convinced this is that negative for Pepsi. Give the company credit for not trying to outbid Coke if it didn't make economic sense. Furthermore, we don't believe it will significantly alter the bottom line of either company.

The Coca-Cola Company may be changing the name of Diet Sprite to Sprite Zero during 2004. We believe that in changing the name of Diet Sprite, The Coca-Cola Company is attempting to reinvigorate the brand, which enjoyed moderate growth in 2003, but is still trending below overall diet CSD volume growth. Also, Coca-Cola is contemplating changing the taste profile of Diet Sprite. In our opinion, Coke is most likely also feeling pressure to strengthen its Sprite franchise given Pepsi's Sierra Mist launch, which has been quite successful.

During a conference call, management took quite a bit of time walking through its increased focus on revenue management versus volume growth, which certainly makes some sense to us. However, we remain cautious on the company's ability, to execute this somewhat complex strategy globally. In our views, The Coca-Cola Company's lack of volume growth and top-line growth has not given us the confidence we need to turn more bullish on the stock.

Marc Greenberg: in concert with bottlers, Coke began to address market needs on by-country or by-region basis, as opposed to "one size fits all." Bottler profit growth began to slowly improve, but Coke's operating profit margins have declined from 30.5 percent in 2001 to the 27 to 28 percent

range. In 2003, volumes were stable in the 4 to 5 percent range. We believe the local drive has produced a more complex distribution system for Coke and its bottlers. While this is unmistakably the most correct strategy, its solution has not been manifested on the top line via "more growth," but in the middle lines as result of smarter ideas on selling and distribution. 2003 had its challenges, some of which appear non-recurring, and some of which may be alleviated by the aforementioned supply chain initiatives. In short, we think Coke remains on the right track, and we expect the operating performance to increasingly reflect that in the quarters ahead.  
ON PEPSI ...

Bonnie Herzog: PepsiCo announced that it would take several actions in its three main businesses. Productivity savings and efficiencies realized should equate to approximately \$50 to \$70 million in annual savings starting in 2004. The goal of this restructuring is not just to reduce redundancies, but also to focus on the "Power of One" by possibly (creating) a unified sales team that can leverage all PepsiCo brands at the retail level. Therefore, although we are concerned somewhat that PepsiCo will be laying off approximately 750 people, we are encouraged by the repositioning of its business traits and believe PepsiCo should be able to serve its major customers more ably.

Caroline Levy: PEP's beverage business looks set to post solid results over the next three to four quarters for a number of reasons. Vanilla and Diet Vanilla Pepsi are performing well. While Sierra Mist is likely to post volume declines in 1H04, lapping its high-rollout volume, we believe PEP has created a solid lemon-lime platform, which could permanently replace 7UP as the No. 2 player (behind Sprite).

PEP announced a restructuring of its beverage business into two distinct segments: 1) DSD-delivered products (including CSDs, water and teas), and 2) warehouse-delivered products (Gaturade and chilled and ambient juices). The restructuring should generate savings, but is largely focused on maximizing sales opportunities through joint rolling and distribution initiatives.

Michael Branca: We firmly believe that PEP's initiatives to create a single liquid refreshment company at PBNA will positively impact the bottom line as result of salesforce, supply chain and back office integration. PEP will keep its CSD business in Purchase, New York which allows the company to maintain its alignment with bottlers. We believe this is the right strategy specifically as the company focuses its marketing behind trademark PEP in 2004.

ON PRIVATE LABEL ...

Bonnie Herzog: Private label volume growth, which increased 4.7 percent in 2003, continued to outpace the industry Private label volume share represents around 11 percent of the CSD category in the supermarket channel. However, the volume trend for private labels started to slow

somewhat in 2003. Nevertheless, we believe that private label will continue to take share in CSDs as Coca-Cola and PepsiCo systems continue to raise prices. Cott reported Q3 earnings up 29 percent. The retailer-brand soft drink manufacturer announced that net income for the quarter rose by 30 percent. According to management, "driving this growth was a continued focus by our leading customers on building their retailer-brand programs; the launch of new products, including vanilla cola at a number of customers; and the continued roll out of our new 8-ounce PET soft drink package." Furthermore, we believe these results illustrate that as the price gap widens between private label and branded CSDs, consumers have become more willing to trade down.

AT RETAIL ...

Marc Greenberg: Much has been made about Coke and Pepsi's new-found religion on profits over volume. While we have largely factored a willingness of both players to cede another full share point of soft drinks to private label--the so-called unprofitable take-home volume, we envision a finite horizon. We wonder if bottlers are ready to accept the consequences of being responsible for lower inventory turnover (and the correspondingly negative working capital benefit) to retailers. We wonder if the activity based cost oriented retailers begin to trim shelf space to branded products as a result. More succinctly, we wonder how long the bottlers will wait before breaking out the old \$0.69 2-liter. We know the answer is not forever.

We estimate the top 20 markets ranked by innovation will bring 4,200 product offerings to market (in '03)--up from 1,400 in 1998, a 28 percent annualized increase. By comparison, we estimate allocable category shelf space in key profit channels such as convenience stores has grown 7 percent a year. Not bad, but considerably slower than the global (28 percent) and domestic (14 percent) innovation pace--placing an ever-greater premium (i.e., slotting fees) on placements.

At the same time, those soft drink bottlers achieving price realization have seen volume declines. The problem, therefore, may not be too little innovation, but too much--and not enough of it good. Constructively, our research suggests some of the packaging solutions geared toward single-serve and greater convenience (i.e. Coke's Fridge Pack) are resonating with consumers. It's not what's in the package, but the package itself. We estimate domestic retailer profitability on the predominately 20 ounce single-serve package to be 68 percent-plus higher (42 percent vs. 25 percent) than the overall take-home margins. Retailers also have interest in seeing single serve grow as evidenced by growth in the proliferation of checkout coolers in supermarkets and vending machines, and, as previously noted, c-store cooler space increases. Last year, our retail contacts gave the newest CSD innovation cycle a decidedly mixed review. Some noted that all innovation is good because it

creates a healthy buzz in a big, important category even if the individual product fails. Other noted if the product did not sell, at a opportunity cost ,arises because the allotted space could have been used better by an existing product.

Line extensions are on pace to represent 46 percent of total innovations in 2003--so it must be a big idea, right? Ultimately, the ,answer lies in the volume benefit even time. For example, our earlier work suggests that the growth in Vanilla Coke provided incremental volume to the platform, even after lapping the product launch. Within the cola category, for example, both flagship colas lost considerable marketshare when looking at data for the last two years on a trailing three month basis. However, Coke's 1.4 percent decline was offset considerably by Vanilla Coke in many periods.

Beverage Aisle's Wall Street report was compiled using market reports issued by the participating analysts during Q3 2003. This month, Beverage Aisle's beverage mavens analyze the carbonated soft drink category. Next month, we take on the beer business.

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COMPANY NAMES: COCA-COLA CO (ATLANTA GEORGIA); PEPSICO INC  
INDUSTRY NAMES: Beverage; Nonalcoholic beverages  
PRODUCT NAMES: Bottled and canned soft drinks and processed water  
(208600)  
CONCEPT TERMS: All company; All market information; All product and service information; Corporate strategy; Marketing campaign; Product introduction  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)  
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COST

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Last logoff: 06oct05 19:19:34  
Logon file405 10oct05 16:13:57

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\*\*\*Computer and Information Systems Abstracts (File 56)

\*\*\*Electronics and Communications Abstracts (File 57)  
\*\*\*Solid State and Superconductivity Abstracts (File 68)  
\*\*\*ANTE: Abstracts in New Technologies (File 60)

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RESUMED UPDATING  
\*\*\*ERIC (File 1)  
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Chemical Structure Searching now available in Prous Science Drugs  
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and Derwent Chemistry Resource (F355).

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1. Announcements (new files, reloads, etc.)
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service. Enter a BEGIN command plus a file number to search a database  
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**B 13**

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File 13:BAMP 2005/Oct W1  
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have changed.**

Set Items Description  
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E1 88883 MARKETING & SALES  
E2 29991 MARKETING STRATEGIES  
E3 0 \*MARKETING STRATEGY  
E4 1 MARKETINGANDTHEINTERNET  
E5 2 MARKETINGANGEL  
E6 1 MARKETINGASSISTANCE  
E7 21 MARKETINGBASE  
E8 1 MARKETINGBEST  
E9 1 MARKETINGBESTPRACTICES  
E10 1 MARKETINGBLOGS  
E11 1 MARKETINGCAFE  
E12 3 MARKETINGCENTRAL

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E2	12387	SOFT
E3	0	*SOFT DRINKS
E4	2	SOFTA
E5	2	SOFTABLE
E6	1	SOFTACT
E7	1	SOFTAD
E8	1	SOFTAGENTS
E9	8	SOFTAIL
E10	1	SOFTAIR
E11	1	SOFTAKEN
E12	1	SOFTALIA

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E2	85	SOD
E3	1308	*SODA
E4	1	SODABRIGHT
E5	2	SODABURST
E6	1	SODACONSTRUCTOR
E7	2	SODAGRAIN
E8	1	SODAK
E9	1	SODAL
E10	2	SODALIA
E11	2	SODALITY
E12	1	SODANKYLA

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S MARKETING STRATEGIES  
S1 29991 MARKETING STRATEGIES

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S SODA

S2 1308 SODA  
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S 2003  
S3 53101 2003  
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S 2004  
S4 48217 2004  
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S2	1308	SODA
S3	53101	2003
S4	48217	2004

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53101 S3  
48217 S4  
S5 0 A1 AND S2 AND S3 AND S4  
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File 15:ABI/Inform(R) 1971-2005/Oct 10  
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E3	0	*MARKETING STRATEGIES
E4	1	MARKETING; BRAND EQUITY
E5	2	MARKETINGA
E6	1	MARKETINGABREAST
E7	1	MARKETINGACADEMY
E8	1	MARKETINGACCOUNT
E9	1	MARKETINGACCOUNTABILITY
E10	1	MARKETINGACROSS
E11	1	MARKETINGACTIVITEITEN
E12	1	MARKETINGADEPT

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E10	33	SOFTAD
E11	1	SOFTADIT
E12	1	SOFTADVENTURE

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S MARKETING MANAGEMENT

S1 11081 MARKETING MANAGEMENT

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S SOFT DRINK INDUSTRY

S2 4444 SOFT DRINK INDUSTRY

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S 2003 AND 2004

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02957260 905867281

**Virtual Community: Its Contribution to Customer Relationships by  
Providing**

**Social Capital**  
2005

DESCRIPTORS: Studies; Marketing management; Relationship marketing; Social  
capital; Customer satisfaction; Internet

CLASSIFICATION CODES: 9130 (CN=Experimental/Theoretical); 7000  
(CN=Marketing); 1220 (CN=Social trends & culture); 2400 (CN=Public  
relations); 5250 (CN=Telecommunications systems & Internet  
communications)

PRINT MEDIA ID: 46308

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4444 S2

S5 130 S1 AND S2

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02933618 882379151

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Soft-drink czarina** WORD COUNT: 741 LENGTH: 1 Pages

Apr 27, 2005

COMPANY NAMES:

Coca-Cola Great Britain & Ireland ( NAICS:312111)

GEOGRAPHIC NAMES: United Kingdom--UK

DESCRIPTORS: Soft drink industry; Personal profiles; Career advancement;  
Marketing management; Sales; Executives

CLASSIFICATION CODES: 9175 (CN=Western Europe); 8610 (CN=Food processing  
industry); 7000 (CN=Marketing); 9160 (CN=Biographical); 2130  
(CN=Executives)

PERSONAL NAMES: Goldin, Julia

PRINT MEDIA ID: 26261

5/8/2

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02907617 844040781

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**Rising up to the Pepsi challenge** WORD COUNT: 847 LENGTH: 1 Pages

May 6, 2005

COMPANY NAMES:  
PepsiCo Inc (DUNS:00-128-7762 TICKER:PEP NAICS:312111)  
GEOGRAPHIC NAMES: South Asia

DESCRIPTORS: Executives; Marketing management; Market strategy; Soft drink industry  
CLASSIFICATION CODES: 9179 (CN=Asia & the Pacific); 2130 (CN=Executives);  
8610 (CN=Food processing industry); 7000 (CN=Marketing)  
PERSONAL NAMES: Lal, Punita  
PRINT MEDIA ID: 56534

**5/8/3**

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02904584 850271441

**Angelique BELLMER KREMB**

May 30, 2005

COMPANY NAMES:

Pepsi-Cola North America ( NAICS:312111)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Soft drink industry; Brands; Marketing management;  
Executives;

Personal profiles

CLASSIFICATION CODES: 8610 (CN=Food processing industry); 7000  
(CN=Marketing); 9190 (CN=United States); 9000 (CN=Short Article)  
PRINT MEDIA ID: 28994

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02860855 796639031

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**Nadkarni quits Coke marketing post** WORD COUNT: 261 LENGTH: 1 Pages

Jan 28, 2005

COMPANY NAMES:

Coca-Cola India

GEOGRAPHIC NAMES: India

DESCRIPTORS: Soft drink industry; Resignations; Executives; Marketing management

CLASSIFICATION CODES: 9000 (CN=Short Article); 9179 (CN=Asia & the Pacific)  
; 8610 (CN=Food processing industry); 2130 (CN=Executives); 7000  
(CN=Marketing)

PERSONAL NAMES: Nadkarni, Shripad

PRINT MEDIA ID: 56534

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02771670 651904391

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**The halcyon days of fizzy pop** WORD COUNT: 726

Jun 2004

COMPANY NAMES:

PepsiCo UK ( NAICS:312111)

GEOGRAPHIC NAMES: United Kingdom; UK

DESCRIPTORS: Soft drink industry; Marketing management; Consumer behavior;  
Social responsibility

CLASSIFICATION CODES: 8610 (CN=Food processing industry); 7100 (CN=Market  
research); 2410 (CN=Social responsibilities); 9175 (CN=Western Europe)

PRINT MEDIA ID: 58272

**5/8/6**

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02722617 629609561

**Cadbury shakes up beverage biz**

May 3, 2004

COMPANY NAMES:

Cadbury Schweppes Inc (DUNS:06-987-1200 NAICS:312111)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Account reviews; Soft drink industry; Marketing management;  
Corporate reorganization; Appointments & personnel changes; Executives;  
Market strategy

CLASSIFICATION CODES: 9190 (CN=United States); 8610 (CN=Food processing  
industry); 7200 (CN=Advertising); 2320 (CN=Organizational structure)

PRINT MEDIA ID: 28994

**5/8/7**

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02715801 617263891

**Being first, moving fast is Burwick's strategy for Pepsi**

Apr 5, 2004

COMPANY NAMES:

PepsiCo Inc (DUNS:00-128-7762 TICKER:PEP NAICS:312111)

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Soft drink industry; Television advertising; Market strategy;  
Marketing management; Executives; Personal profiles; Case studies

CLASSIFICATION CODES: 9190 (CN=United States); 8610 (CN=Food processing  
industry); 7200 (CN=Advertising); 2130 (CN=Executives); 9110  
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specific); 9160 (CN=Biographical)

PERSONAL NAMES: Burwick, Dave

PRINT MEDIA ID: 28994

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02695106 445481281

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**Wong adds new fizz to Coke's sell** WORD COUNT: 793

Oct 3, 2003

COMPANY NAMES:  
Coca-Cola Co (DUNS:00-329-6175 TICKER:KO NAICS:312111)  
GEOGRAPHIC NAMES: Hong Kong

DESCRIPTORS: Personal profiles; Marketing management; Soft drink industry;  
Executives; Strategic planning; Professional relationships  
CLASSIFICATION CODES: 9179 (CN=Asia & the Pacific); 9160  
(CN=Biographical);  
8610 (CN=Food processing industry); 7000 (CN=Marketing); 2310  
(CN=Planning); 2130 (CN=Executives); 2400 (CN=Public relations)  
PERSONAL NAMES: Wong, Karen  
PRINT MEDIA ID: 56534

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02695103 445481231

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**What it's like to work for...Coca-Cola** WORD COUNT: 413  
Oct 3, 2003

COMPANY NAMES:  
Coca-Cola Co (DUNS:00-329-6175 TICKER:KO NAICS:312111)  
GEOGRAPHIC NAMES: Singapore

DESCRIPTORS: International markets; Soft drink industry; Marketing  
management  
CLASSIFICATION CODES: 9179 (CN=Asia & the Pacific); 9000 (CN=Short  
Article)  
; 8610 (CN=Food processing industry); 7000 (CN=Marketing)  
PRINT MEDIA ID: 56534

5/8/10

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02695047 569875891

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**PepsiCo Adds Muscle To SoBe Marketing Mix** WORD COUNT: 250 LENGTH:  
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Pages  
Mar 1, 2004  
COMPANY NAMES:  
PepsiCo Inc (DUNS:00-128-7762 TICKER:PEP NAICS:312111)  
GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Soft drink industry; Appointments & personnel changes;  
Marketing management  
CLASSIFICATION CODES: 8610 (CN=Food processing industry); 7000  
(CN=Marketing); 9190 (CN=United States); 9000 (CN=Short Article)  
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$0.70 INTERNET
$2.40 Estimated cost this search
$4.14 Estimated total session cost 2.374 DialUnits
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**I really don't remember suggesting that you all try different files for this question but it isn't a problem. What I thought I suggested is that you try using Additional Index searching (using prefixes) in file 9. As usual, I didn't care what sort of results you all got but did want you all to try your hand at using the Additional Indexes. Also, remember that when a phrase gives you zero postings but you think it is a good phrase, use a proximity operator to connect the words and try it again.**