





GLEN M. BROOM

BEY-LING SHA

Cutlip & Center's EFFECTIVE PUBLIC RELATIONS

ELEVENTH EDITION

1. Photo of President Obama and Press Secretary Jay Carney:

What role does public relations staff play in setting policy and making management decisions, much as Press Secretary Jay Carney does for President Barack Obama? See pages 49-51. (Official Whitehouse photo by Pete Souza)

2. Photo of World War I poster, "Under Four Flags":

Learn how President Woodrow Wilson's World War I "Committee on Public Information" introduced social science to what is now called "public relations." See page 90.

3. Photo of California condors:

How did research change the Santa Barbara Zoo's public relations strategy for opening the new \$7.5 million "California Trails" exhibit featuring the endangered California condors? See page 249. (Photo by Sheri Horiszny, Santa Barbara Zoo)

Cutlip and Center's Effective Public Relations

Cutlip and Center's Effective Public Relations

Glen M. Broom, Ph.D. Professor Emeritus

Bey-Ling Sha, Ph.D., APR
Associate Professor
School of Journalism and Media Studies
San Diego State University

Editorial Director: Sally Yagan Acquisitions Editor: Erin Gardner

Senior Editorial Project Manager: Kierra Bloom

Editorial Assistant: Anastasia Greene Director of Marketing: Maggie Moylan

Executive Marketing Manager: Anne Fahlgren

Production Project Manager: Clara Bartunek

Creative Art Director: Jayne Conte Cover Designer: Suzanne Behnke

Cover Art: Official Whitehouse photo by Pete Souza; Courtesy David Friend Productions, Inc. San Diego; California Sheri Horiszny, Santa Barbara Zoo

Full-Service Project Management: Integra Software Services, Pvt. Ltd.

Printer/Binder: LSC Communications Cover Printer: LSC Communications Text Font: 10/12 Minion Pro

Credits and acknowledgments borrowed from other sources and reproduced, with permission, in this textbook appear on the appropriate page within text.

Microsoft* and Windows* are registered trademarks of the Microsoft Corporation in the U.S.A. and other countries. Screen shots and icons reprinted with permission from the Microsoft Corporation. This book is not sponsored or endorsed by or affiliated with the Microsoft Corporation.

Copyright © 2013, 2009, 2006, 2000, 1994 by Pearson Education, Inc., publishing as Pearson Prentice Hall All rights reserved. Manufactured in the United States of America. This publication is protected by Copyright, and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. To obtain permission(s) to use material from this work, please submit a written request to Pearson Education, Inc., Permissions Department, One Lake Street, Upper Saddle River, New Jersey 07458, or you may fax your request to 201-236-3290.

Many of the designations by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and the publisher was aware of a trademark claim, the designations have been printed in initial caps or all caps.

Library of Congress Cataloging-in-Publication Data

Broom, Glen M.

Cutlip and Center's effective public relations / Glen M. Broom, Bey-Ling Sha.-11th ed.

p. cm.

Includes bibliographical references and index.

ISBN-13: 978-0-13-266915-3 (alk. paper)

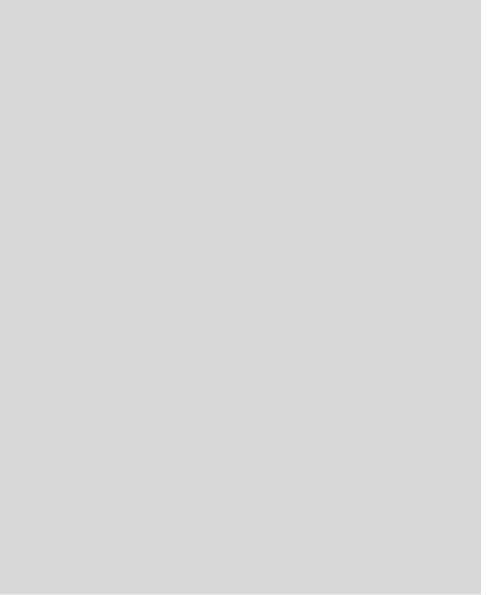
ISBN-10: 0-13-266915-3 (alk. paper)

1. Public relations. 1. Sha, Bey-Ling. 11. Title: III. Title: Effective public relations.

HM1221.C88 2013 659.2-dc23

2012008760

To our students in our classrooms and former students in the practice and academe, whose feedback and contributions have helped shape the eleventh edition.



BRIEF CONTENTS

Pre	

PART I Concept, Practitioners, Context, and Origin	18	1
--	----	---

Chapter 1 Introduction to Contemporary Public Relations 2

Chapter 2 Practitioners of Public Relations 24

Chapter 3 Organizational Settings 45

Chapter 4 Historical Origins and Evolution 74

PART II Foundations 105

Chapter 5 Professionalism and Ethics 106

Chapter 6 Legal Considerations 127

Chapter 7 Theoretical Underpinnings: Adjustment and Adaptation 148

Chapter 8 Communication Theories and Contexts 167

Chapter 9 Internal Relations and Employee Communication 188

Chapter 10 External Media and Media Relations 209

PART III Management Process 237

Chapter 11 Step One: Defining Public Relations Problems 238

Chapter 12 Step Two: Planning and Programming 263

Chapter 13 Step Three: Taking Action and Communicating 287

Chapter 14 Step Four: Evaluating the Program 312

PART IV The Practice 337

Chapter 15 Business and Industry 338

Chapter 16 Government and Politics 349

Chapter 17 Military Public Affairs 368

Chapter 18 Nonprofits and Nongovernmental Organizations 376

Chapter 19 Health Care 391

Chapter 20 Education 402

Chapter 21 Associations and Unions 411

