

## The Short Bookshelf

### Recommended Reading for Candidates for Accreditation in Public Relations

**General texts**, covering basic principles, history, theories and practices:

Effective Public Relations

by Cutlip, Center and Broom. Prentice-Hall, 1999

The Practice of Public Relations

by Fraser Seitel. Prentice-Hall, 2000

Public Relations: Strategies and Tactics

by Dennis Wilcox, et al, Longman, 2000

This is PR: The Realities of Public Relations

by Doug Newsom, et al Wadsworth, 1999

**Specialized texts**, focusing on one or two of the KSA categories:

Advertising and Public Relations Law

by Roy Moore. Erlbaum, 1998

*Legal issues in depth, such as commercial speech, government regulation, intellectual property.*

Associated Press Stylebook 2002 and Briefing on Media Law with Internet Guide and Glossary

Norm Goldstein (editor) Associated Press, 2002

*Inexpensive succinct reference for business vocabulary and legal issues.*

Campaign Strategies and Message Design

by Mary Anne Moffitt. Praeger, 1999

*Basic theories, concepts and issues needed to conduct a campaign.*

Primer of Public Relations Research

by Don Stacks. Guilford Press, 2002

*Reasons, ethical concerns and techniques for conducting secondary and primary research.*

Strategic Planning for Public Relations

by Ronald Smith (editor). Erlbaum, 2002

*Planning, research, implementation and evaluation.*

**Advanced text**, especially valuable for Integrated Marketing

The Handbook of Strategic Public Relations and Integrated Communications

by Clarke Caywood (editor), McGraw-Hill, 1997

*Strategic stages and the future of integrated communications and public relations;*

*37 chapters by contributors including Scott Cutlip, Ray Ewing, Tom Harris and Larissa Grunig.*