



Glen M. Broom is Professor Emeritus, School of Journalism and Media Studies, San Diego State University (1979–2007), and Adjunct Professor, Queensland University of Technology, Brisbane, Australia (2003–2009).

Broom earned B.S. and M.S. degrees from the University of Illinois–Urbana–Champaign. He began his career there as assistant extension editor in the Cooperative Extension Service. His work included an assignment as radio consultant with the U.S. Agency for International Development in Amman, Jordan. He moved to Chicago, becoming part-owner of the Chicago-based management consulting and training firm, Applied Behavioral Science, Inc., where he served as vice president and director of public relations. He left the company four years later to pursue a doctorate degree.

After earning his Ph.D. in Mass Communication at the University of Wisconsin–Madison, he joined the faculty there as head of the public relations sequence. He has been a visiting professor at the University of Texas–Austin and most recently at universities in Brisbane, Sydney and Melbourne, Australia.

He is co-author of the sixth–ninth editions and author of the tenth edition of *Cutlip and Center’s Effective Public Relations*, the field’s long-time leading textbook. Broom’s editions also have been published in seven languages other than English. Broom also is co-author with David Dozier of *Using Research in Public Relations*. He also has written more than 50 other book chapters, journal articles and scholarly convention papers.

In recognition of his research, the Institute for Public Relations Research and Education awarded Broom its "Pathfinder Award." The Public Relations Society of America named him national Outstanding Educator in 1991. The Public Relations Society of America Foundation gave him the Jackson, Jackson & Wagner Behavioral Science Prize in recognition of his research. The San Diego Public Relations Club named him Professional of the Year and the National Communication Association selected an article Broom authored as the top public relations research article published in 1997. He also received faculty honors from Phi Kappa Phi Honor Society and Golden Key National Honor Society. The San Diego Chapter of the Public Relations Society of American gave Broom the Otto Bos Lifetime Achievement Award in 2008. His colleagues in public relations education recognized his "Body of Work" at the 2009 convention of the Association of Education in Journalism and Mass Communication.

At San Diego State University, he was selected three times as the outstanding journalism/communication professor (1989, 1995 and 2006), and named outstanding professor and faculty commencement speaker for the College of Professional Studies and Fine Arts (1993). The then-School of Communication selected him as faculty commencement speaker in 2003.