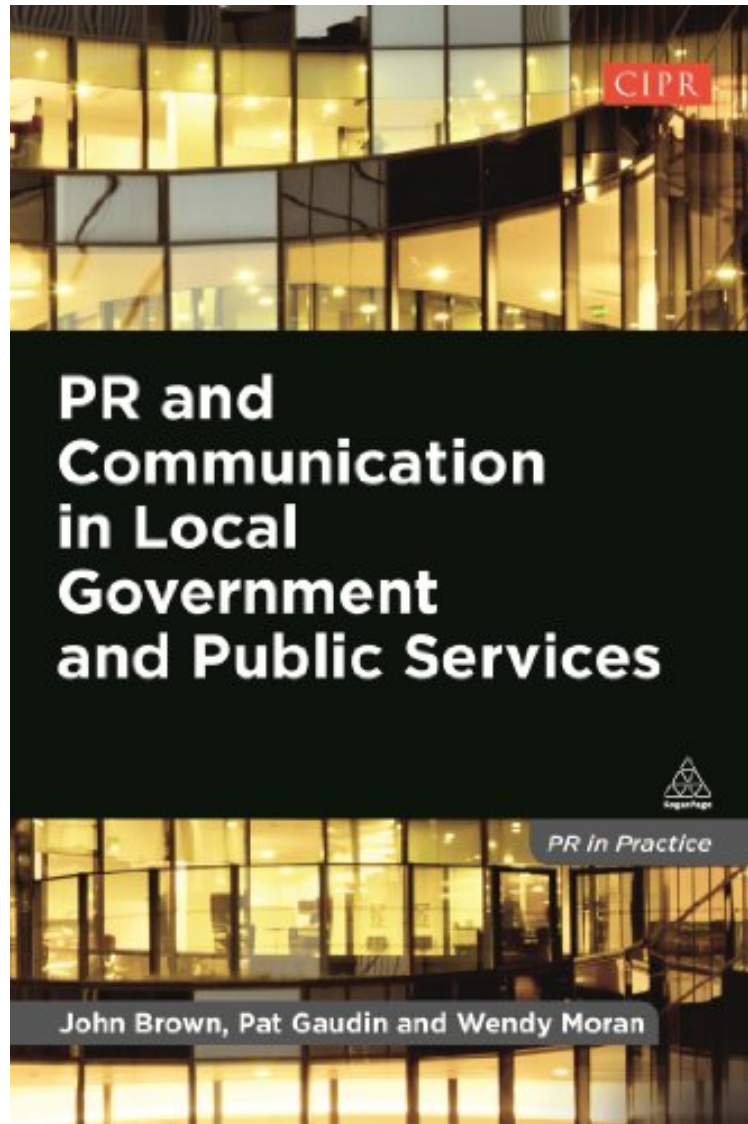


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PR and Communication in Local Government and Public Services (PR In Practice)

John Brown, Pat Gaudin, Wendy Moran
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John Brown, Pat Gaudin, Wendy Moran : PR and Communication in Local Government and Public Services (PR In Practice) before purchasing it in order to gauge whether or not it would be worth my time, and all praised PR and Communication in Local Government and Public Services (PR In Practice):

In the UK's current climate of budget cuts and policy changes, local government officials need to be aware of best

practice in both broadcasting their services and responding to crises in their communities. Meanwhile, changes in the media - from the rise of social media, to web access for older consumers - present new challenges for local councils about how to best convey their key messages and protect their 'brand'. Full of expert advice, tools and case studies from a variety of sources, *PR and Communication in Local Government and Public Services* is a practical reference guide to delivering professional public relations for both communications and the delivery of local services. It offers a detailed analysis of the issues that are unique to this challenging and fast-moving environment, whilst reinforcing the importance of effective and meaningful communication to both local democracy and the planning and delivery of quality services. About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

"This book brings the theory and practice of public service PR right up-to-date and is a 'must read' for anyone working in PR in the public sector. It will be a valuable resource for both PR practitioners and academics, setting out the theory of effective PR and practical examples of excellence in practice." David Holdstock, Director of Communications, Local Government Association "The book is a useful guide and refresher for PR practitioners in local government. It covers many of the issues faced, supports practitioners in communicating strategically and has useful chapters on the communications aspects and legacies of a variety of initiatives. The experience of the authors and the detailed examples from public service practitioners allow fresh insights into topics. The checklists provide a quick review of learning and reference points and combined with case studies make this book a vital CPD resource." Abha Thakor, CIPR Chartered PR Practitioner, and local government communicator "Lively and thoughtful, comprehensive and compelling, the book should be read by anyone who is facing or contemplating any form of public information or engagement campaign. Chief Executives might also like to keep a copy in their desk drawer, as might their counterparts and communicators in other sectors." Adrian Crookes, Course Leader BA (Hons) Public Relations, University of the Arts London, London College of Communication "Communications and PR teams need to continually raise their game and demonstrate their value in a complex and challenging environment. It is great to see that this book covers the key skills and competencies that these teams will need to display... With many practical examples and case studies this book will help teams to shape communications and PR across the sector." Graham Farrant, Chief Executive at Thurrock and the London Borough of Barking Dagenham "How I wish I'd found a copy of a book like this on my desk when I started out in local authority PR 30 years ago! Students at UG, PG and professional level, new entrants to practice in the local and public sector, and consultancy professionals who are taking on public sector clients for the first time will find it an indispensable introduction." Mel Powell, Senior Lecturer in PR, Manchester Metropolitan University; Judge of the Best Campaign category in the CIPR's Local/Public Service Awards. "At a time of shrinking public sector budgets and growing public demand for services, this book is an invaluable study aid for the PR newcomer as well as a wise reference manual for the seasoned PR practitioner." Dave Monk DL, LL.B (Hons), MSc., Broadcaster "What I particularly like about the book is that it benefits from the insights gained by very experienced practitioners, but doesn't rely on them - far from being a monologue about what they think, it is well researched and draws on evidence from a diverse range of academic and practitioner sources." Emma Wood FCIPR, Senior Lecturer at Queen Margaret University and a coordinator of QMU's Centre for Dialogue "This is the best, most up to date resource I have come across for anyone wanting to make sense of the complex, fast-moving world of public sector communications... The authors, well-known specialists in their field, have drawn on a wealth of case studies and insight from colleagues which provide practical, recent examples, including an online resource." Lynda Fothergill MCIPR, Interim Marketing and Communications Manager, Trafford Council "An excellent new book on local government public relations [...] brings the role bang up to date with 21st century phenomena such as social media, place-shaping and (seemingly) permanent austerity." David Brindle, C'LLR Magazine "a timely primer for communicators at all levels [...] the 300 pages contain comprehensive, revealing and useful examples of good practice. The section of strategy is solid and advice on the law and crisis comms is valuable [...] an excellent starter on local government comms." Alex Aiken, PR Week
About the Author John Brown has over 35 years of experience in the media and local government public relations. He was Head of PR and Marketing for Strathclyde Regional Council and Glasgow City Council from 1996-2004. Pat Gaudin has more than 30 years of experience in PR and communications in local government. Previously, Pat was the head of PR and Corporate Strategy for Chelmsford Borough Council, and a past Chair of the CIPR's Local Government Group. Wendy Moran is a Senior Lecturer in Communication at Manchester Metropolitan University, and a committee member of the CIPR's Local Government Group.