



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

John Brown, Pat Gaudin, Wendy Moran

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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.

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