



Schools in the Spotlight: A Guide to Media Relations for School Governors and Staff

Mr Nigel Gann, Nigel Gann, Tim McClellan

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What role does a school play in a community and society?

This book examines the need for educational establishments to review their position in the local community and to develop strategies to deal with the management of their image. Increasing parental choice means that schools must begin to adopt marketing concepts and tell people what is happening both inside and outside the classroom.

Techniques to generate, revisit and challenge a school's ethos are discussed together with ways of getting this message across to the wider community. Effective management of a school's image through judicious handling of the media can lead to better results, higher self-esteem for staff and pupils and a greater recognition of a school's contribution to a local community.

This book gives practical guidance on how to identify potential news items and how to convince local newspapers, television and radio organisations to use the story. The book contains many examples of how schools have put comprehensive framework to effective media communication and how to avoid potential pitfalls.



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