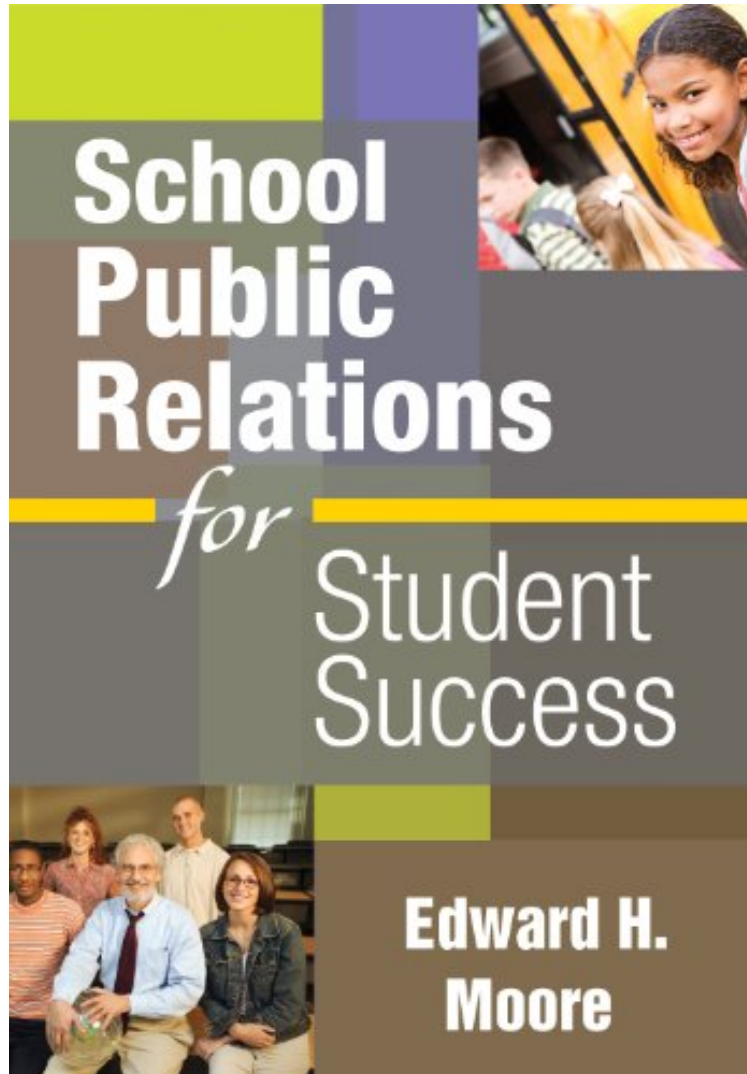


School Public Relations for Student Success

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1 of 1 people found the following review helpful. Packs information into a guide for leaders interested in defining and organizing their school's PR planBy Midwest Book ReviewEdward H. Moore's SCHOOL PUBLIC RELATIONS FOR STUDENT SUCCESS packs information into a guide for leaders interested in defining and organizing their school's PR plan. Step-by-step assessments of techniques that work cover how to set expectations, provide PR questions geared to needs, and provides tips on interviews from industry professionals.

From components of successful PR programs to evaluation guidelines, this valuable resource gives educational leaders

the public relations support needed to meet tough communication demands and ensure student success.

"Building relationships that work can be a perilous endeavor for even the most experienced educator, but everything you need to succeed with parents, community leaders, employees, and more can be found in this book. Moore's lifetime experience comes through with clear, no-nonsense ideas and insights that those working in schools can put to work right away."--William J. Banach, CEO (01/30/2009)"Educators are constantly challenged to provide 'real-world application' activities for students within their classrooms. This book provides the reader with 'real-world application' that can immediately improve the public relation practices of every school."--Bruce Deterding, Principal (02/17/2009)"Provides school administrators with a clear, easy-to-use blueprint for developing a communications plan and dealing with sensitive issues that come up in any school district. Administrators and board members who follow the suggestions in this guide will feel more confident and more effective in dealing with the public."--Patricia N. Anderson, Associate Professor (02/17/2009)"Moore provides school leaders with relevant strategies to use when communicating with diverse publics associated with the school district and individual schools. His book is light on theory but heavy on practical ideas ready for immediate use."--The School Administrator, September 2010, Vol. 67(8) (11/23/2010)"For those looking for a comprehensive guide to confronting the many communication challenges today's educators face, this book fits the bill. Its guidance is practical, thorough, and sensible. All school employees from teachers to principals to district administrators and more will profit from the useful tactics and techniques offered."--Suzanne D. 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Anderson, Associate Professor 2009-02-17)"A practical and useful book that will be of value to all administrators desiring to improve public relations in their school. The book contains numerous insights on effective public relations." (Kenneth Arndt, Superintendent 2009-02-17)About the AuthorEdward H. Moore started his career as a high school journalism teacher and school public relations practitioner. In more than 25 years as an educator, journalist, and public relations counselor, Moore has written and presented extensively on school public relations issues. He is an associate professor in the College of

Communication at Rowan University. He previously served as associate director of the National School Public Relations Association and managing editor of the newsletter *Communication Briefings*. Moore is an accredited member of the National School Public Relations Association and the Public Relations Society of America.