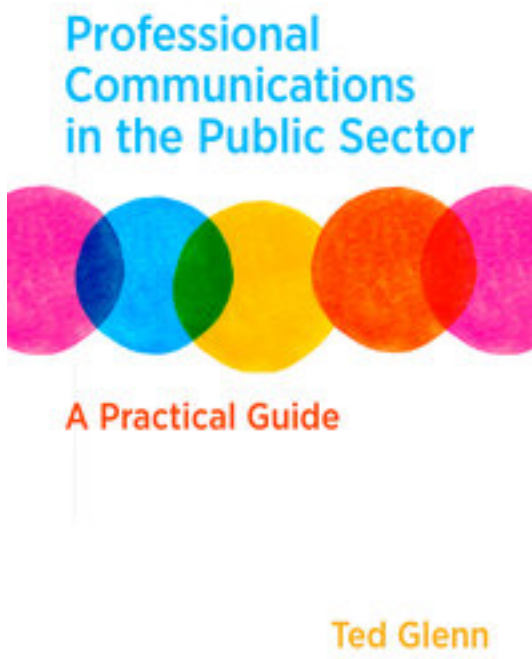


Professional Communications in the Public Sector A Practical Guide



In this enterprising new text, Ted Glenn equips fledgling public sector communications professionals with the information they need to be successful in their new roles. Leveraging his years of experience in this growing field, Glenn discusses how to present policy goals to different audiences and tailor messages to their needs, write gripping speeches, and use digital media in a world where one ill-phrased tweet can sink a career. Chapters are enriched with activities that walk students through the many responsibilities of public service professionals and encourage them to think strategically in quickly evolving situations. *Professional Communications in the Public Sector* is indispensable reading for students of public administration, communications, policy studies, media studies, and advertising.

Author Information

Ted Glenn

****Ted Glenn**** is Professor and Program Coordinator of Public Administration at Humber College. An advisor to various Canadian governments for over 20 years, Dr. Glenn specializes in public sector training and governance.

Reviews

"In this book, Ted Glenn demystifies a crucial aspect of government work by blending scholarly insights with a hard-nosed practical approach that will guide students and novice professionals in public administration — even seasoned professionals will want to keep it within reach."
— *Patrice Dutil*, Department of Politics and Public Administration, Ryerson University

"This thorough and accessible characterization of the modern practice of public relations and communications management in the public sector is a welcome addition to the library of Canadian communications textbooks." — *Alex Sévigny*, Department of Communication Studies and Multimedia, McMaster University

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