

The School and Community Relations (11th Edition)

By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

Download Read Online

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

In this widely popular resource, established and aspiring school leaders and executives get solid grounding in the theories and practices essential to promoting successful school and community relations. With a focus on successfully implementing communication activities with critical internal and external audiences, *The School and Community Relations* guides readers through the theory, research, and practice essential to communication planning. Organized around key communication practices, it stresses the importance of generating communication outcomes that go well beyond the dissemination of information to benefit schools and students. School leaders get practical help for tying their communication investments to developing engaged audiences that will understand and support education initiatives. The authors present their authoritative advice on both communication strategies and tactics, with a focus on new and emerging practices using digital and social media. Their knowledge, examples, and strategies come from their many combined years as educators and practitioners in school systems throughout North America.

Download The School and Community Relations (11th Edition) ...pdf

Read Online The School and Community Relations (11th Edition ...pdf

The School and Community Relations (11th Edition)

By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

In this widely popular resource, established and aspiring school leaders and executives get solid grounding in the theories and practices essential to promoting successful school and community relations. With a focus on successfully implementing communication activities with critical internal and external audiences, *The School and Community Relations* guides readers through the theory, research, and practice essential to communication planning. Organized around key communication practices, it stresses the importance of generating communication outcomes that go well beyond the dissemination of information to benefit schools and students. School leaders get practical help for tying their communication investments to developing engaged audiences that will understand and support education initiatives. The authors present their authoritative advice on both communication strategies and tactics, with a focus on new and emerging practices using digital and social media. Their knowledge, examples, and strategies come from their many combined years as educators and practitioners in school systems throughout North America.

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher Bibliography

- Sales Rank: #60829 in Books
- Published on: 2015-01-03
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .60" w x 7.40" l, 1.18 pounds
- Binding: Hardcover
- 304 pages

Download The School and Community Relations (11th Edition) ...pdf

Read Online The School and Community Relations (11th Edition ...pdf

Download and Read Free Online The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

Editorial Review

From the Back Cover

Established and aspiring school leaders and executives get solid grounding in the theories and practices essential to promoting successful school and community relations

With a focus on successfully implementing communication activities with critical internal and external audiences, this widely used resource guides readers through the theory, research, and practice essential to communication planning. Organized around key communication practices, *The School and Community Relations* stresses the importance of generating communication outcomes that go well beyond the dissemination of information to benefit schools and students. School leaders get practical help for tying their communication investments to developing engaged audiences that will understand and support education initiatives. The authors present their authoritative advice on both communication strategies and tactics, with a focus on new and emerging practices using digital and social media. Their knowledge, examples, and strategies come from their many combined years as educators and practitioners in school systems throughout North America.

Find out what's new to the Eleventh Edition:

- **Students learn more efficiently and effectively** using the new Learning Objectives presented for every chapter.
- **Readers get the latest information, case studies, and expert insights on communication issues vital to their work.**
- **Teachers see the many ways new technology has impacted both traditional and new school-communication tactics** in a new and updated section on Communication Tools (Part 3).
- **Readers explore ways of working more effectively with the media.**
- **How to approach the many tricky aspects of disseminating information** is covered in the revised chapter on Working with Publications (Chapter 12).
- **A revised chapter on Working with Online Tactics** (Chapter 13) documents the many new two-way communication options–from traditional Web sites to information-rich smartphone apps–being deployed by schools to engage with all types of audiences.

About the Author

Edward H. Moore is a Professor in the College of Communication and Creative Arts at Rowan University in Glassboro, New Jersey. Moore started his career as a school public relations practitioner and went on to serve more than 25 years as a public relations counselor, journalist, and educator working with a variety of corporate and educational organizations throughout North America, Europe, and Asia. Moore was managing editor of Communication Briefings, an international communications newsletter, and he previously served as Associate Director of the National School Public Relations Association. He has taught public relations for more than 20 years. He holds an M.A. in school information services from Glassboro, New Jersey, State College, and is accredited in public relations by the Universal Accreditation Board.

Dr. Don Bagin founded the graduate program in public relations at Rowan University, where he was a professor of communications and went on to direct that program for more than 30 years. He served as

president of the National School Public Relations Association and received the association's award given to the educator who has contributed the most to improving the relationship between schools and communities. Dr. Bagin was the founding publisher of Communication Briefings, a newsletter read by 250,000 people. During his long career, he wrote eight books and hundreds of articles on public relations. He earned his first two degrees from Villanova University and his doctorate from Temple University.

Dr. Don Gallagher's career included more than 40 years of experience in public relations and communications with the U.S. Navy, two school districts, a community college, and as a professor. He served as a professor at Rowan University, where he coordinated graduate programs there in public relations. He was one of the owners of Communication Briefings, an international communications newsletter. Dr. Gallagher conducted many public opinion polls, published numerous articles, recorded national videotapes and audiotapes, and he gave numerous workshops throughout the United States. A graduate of St. Francis University in Pennsylvania, he earned a master's from Villanova University and a doctorate from Temple University.

Users Review

From reader reviews:

Robert Mundo:

The book The School and Community Relations (11th Edition) can give more knowledge and information about everything you want. So just why must we leave a very important thing like a book The School and Community Relations (11th Edition)? Wide variety you have a different opinion about guide. But one aim in which book can give many info for us. It is absolutely proper. Right now, try to closer along with your book. Knowledge or details that you take for that, you are able to give for each other; it is possible to share all of these. Book The School and Community Relations (11th Edition) has simple shape however, you know: it has great and large function for you. You can appearance the enormous world by open and read a publication. So it is very wonderful.

Troy Riley:

The particular book The School and Community Relations (11th Edition) will bring that you the new experience of reading a new book. The author style to explain the idea is very unique. When you try to find new book to study, this book very suitable to you. The book The School and Community Relations (11th Edition) is much recommended to you to study. You can also get the e-book from your official web site, so you can more easily to read the book.

James Jean:

It is possible to spend your free time to read this book this publication. This The School and Community Relations (11th Edition) is simple to bring you can read it in the park your car, in the beach, train and also soon. If you did not include much space to bring typically the printed book, you can buy often the e-book. It is make you easier to read it. You can save the actual book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

Christopher Gonzalez:

Within this era which is the greater person or who has ability to do something more are more treasured than other. Do you want to become considered one of it? It is just simple approach to have that. What you are related is just spending your time not much but quite enough to have a look at some books. Among the books in the top checklist in your reading list will be The School and Community Relations (11th Edition). This book that is qualified as The Hungry Slopes can get you closer in turning into precious person. By looking right up and review this publication you can get many advantages.

Download and Read Online The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher #68A0KFELQW7

Read The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher for online ebook

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher books to read online.

Online The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher ebook PDF download

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher Doc

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher Mobipocket

The School and Community Relations (11th Edition) By Edward H. Moore, Don H. Bagin, Donald R. Gallagher EPub