

# About the authors

**Dr Ralph Tench** is the subject leader for public relations at Leeds Metropolitan University. The public relations subject group includes 16 academic staff and a portfolio of 10 undergraduate, postgraduate and professional courses. As principal lecturer he teaches on undergraduate and postgraduate programmes as well as supervising MA and PhD research. Since joining the university he has been instrumental in helping develop the public relations portfolio to include: diplomas for the PRCA and the CIPR; MBA and MA programmes. A member of the CIPR he has presented his research around the world and taught at several European universities specialising in public relations. Ralph previously worked as a news and sports reporter before moving into consultancy, latterly with Manchester's Communique (Burson-Marsteller). His client portfolio included FTSE100 companies as well as public sector clients. Ralph has a dual psychology degree from the University of Sheffield and a doctorate from Leeds Metropolitan University. As an active researcher he manages internal and external research teams and focuses on corporate relations, corporate social responsibility and public relations education. Recent externally funded projects have included an annual contract into freelancing in the communication and creative sectors since 2000; a major research project for the CIPR to benchmark public relations education in the UK; and a media perception study of corporate social responsibility. He is widely published in books and academic journals ranging from management to education journals. Ralph has sat as a panel member and chair for programme validations for the CIPR's course approvals. He has worked as a consultant to UK universities setting up undergraduate programmes in public relations. He currently holds external examinerships for Kingston and Southampton universities.

**Liz Yeomans** is principal lecturer in public relations at Leeds Metropolitan University where she holds departmental responsibility for the coordination of postgraduate programmes. Since joining the university, Liz has helped establish a centre of excellence in public relations education and training. As well as contributing to the BA (Hons) Public Relations, Liz has developed and taught new courses for working professionals – including the nationally recognised Chartered Institute of Public Relations Diploma. She has also developed communication modules for general masters programmes, including the MBA, and led the development of masters routes in public relations and a short course in public affairs. As a CIPR member, she has contributed book reviews to the Institute's *Profile* magazine; is a member of the judging panel for the CIPR's Local Government Group's Excellence awards; and has sat as a panel member for CIPR course approvals. Liz has been external validator for several public relations and communications programmes in the UK and currently holds external examinerships for London Metropolitan and Manchester Metropolitan universities. Liz previously worked for EMAP, one of the UK's leading magazine publishers, before joining the Government Information Service where she worked on civil service recruitment, teacher recruitment, employment and education campaigns. Liz was latterly principal public relations officer at Hampshire County Council where she led change communications within the education service. She has a degree in English and media studies from the University of Southampton, and an MSc in public relations from the University of Stirling. In the field of teaching, learning and assessment, Liz was highly commended (jointly with Anne Gregory) in Leeds Metropolitan University's Chancellor's Awards, and has published joint papers on peer assessment. She has presented papers at international conferences and has had articles published in the *Journal of Communication Management* and *Journal of Public Affairs*.

## The contributors

**Richard Bailey** is senior lecturer in public relations at Leeds Metropolitan University. He has over 15 years' experience in business journalism, consultancy and in-house public relations management. He specialised in public relations professional training before joining the university in 2003, where he teaches on undergraduate, postgraduate and professional courses. His weblog devoted to public relations can be found at [www.prstudies.com](http://www.prstudies.com).

**Shirley Beresford** is senior lecturer in public relations and marketing at Leeds Metropolitan University, where she teaches on undergraduate, postgraduate and professional courses. She has been an active member of the Chartered Institute of Marketing for 15 years and works as an examiner for their postgraduate courses. Prior to joining Leeds Metropolitan in 1999, Shirley had a 15-year career in arts, leisure, tourism and public sector PR and marketing management. Shirley's research interests lie in the development of arts marketing and PR.

**Ryan Bowd** is senior lecturer at Leeds Metropolitan University and an award-winning PR practitioner and Associate Director of UK-based Connectpoint PR with a client portfolio of experience including global petroleum companies, sports drinks brands, sporting events and eyewear manufacturers to niche luxury brands. Ryan mixes a professional life of communications practice and academic teaching and learning. Research interests include the fields of reputation, corporate social responsibility (CSR) and communications. Ryan is currently undertaking PhD research on the subject of corporate social responsibility communications at Manchester Metropolitan University.

**Gerard Choo** is senior lecturer in public relations at Leeds Metropolitan University, where he is course leader of the MAs in public relations and public relations management. He is studying the foundations of public relations theory and the implications of these foundations on the planning and practice of PR for his PhD at the University of Warwick. He previously worked in PR and marketing at the Media Corporation of Singapore and its associated and predecessor companies.

**Lee Edwards** is lecturer in public relations at Leeds Metropolitan University, where she teaches on undergraduate, postgraduate and professional courses. She holds an MPhil in cross-cultural management from the University of Auckland and is pursuing a PhD focusing on the nature of power in public relations. Prior to joining the

University in 2004, Lee specialised in technology public relations and worked with some of the largest global technology brands during her professional career, including Microsoft, Dell and Siemens.

**Johanna Fawkes** was principal lecturer at Leeds Metropolitan University until 2004. She led the BA in public relations and taught across the portfolio, specialising in mass communications and persuasive psychology. She also taught at the London College of Printing and the University of Central Lancashire, after 15 years in public sector PR. She holds an MA in creative writing from Lancaster University and has written papers for a variety of journals, conferences and PR books. She is now a freelance writer and researcher on public relations issues. Johanna is chief examiner for the CIPR courses.

**Professor Anne Gregory** is the UK's only full-time professor of public relations and director of the Centre for Public Relations Studies at Leeds Metropolitan University. Before moving into academic life, Anne spent 12 years in practice, holding senior appointments both in-house and in consultancy. Anne is still actively involved in consultancy and training work. She was President of the UK Institute of Public Relations in 2004 and edits the Institute's Public Relations in Practice series. She is research coordinator for the Global Alliance, has published in several journals and is joint editor of the *Journal of Communication Management*.

**Paul Gillions** is an independent consultant and has advised companies and organisations in Europe, North America, Australia and Asia on a broad range of public policy initiatives and impacts. He is a specialist in issue, crisis and risk management, and regularly leads sessions on scenario planning and coalition building. Paul is a Fellow of the Royal Society of Arts, a member of the Institute of Directors and the Chartered Institute of Public Relations, and was first selected for entry in Debrett's *Distinguished People of Today* in 1988.

**Dr Sierk Horn** is lecturer in Japanese Studies at the University of Leeds and Adj. Professor at Freie Universität Berlin, Germany. He holds a PhD and is a qualified lecturer in Japanese studies. His main fields of research are cross-cultural marketing and management concepts, Japanese business and consuming behaviour in east Asia. He has published widely in, amongst other areas, intercultural competence in accessing Japanese markets.

**Graham Hughes** is a principal lecturer in marketing at Leeds Metropolitan University. He is the marketing subject group leader and teaches marketing communications on a range of undergraduate, postgraduate and professional courses. He holds an MA in marketing from

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**Dennis Kelly** is a director of the Centre for Public Relations Studies at Leeds Metropolitan University and a Fellow of the Chartered Institute of Public Relations. Dennis is an experienced communications practitioner and was the founder and managing director of a major UK public relations consultancy. He also spent 12 years in a senior capacity with BT and his experience encompasses all aspects of internal and external communications in both the public and private sectors. He has been responsible for numerous award-winning campaigns and has been recognised with IPR 'Swords of Excellence'. Areas of special interest include strategic campaign planning, integrated communications, internal communications and professional development in public relations.

**Martin Langford** is an international authority on crisis communications and a recipient of the 'Public Relations Professional of the Year' award from *PR Week* for his work in this discipline. Dubbed the 'Master of Disaster' by the UK's *Daily Telegraph*, Martin has led clients through over 350 crisis assignments. Martin is co-founder of issues and communications consultancy Kissmann Langford. He previously spent 32 years at the international public relations consultancy Burson-Marsteller where he led the London operation for the company and was subsequently based in Singapore, managing their ASEAN offices.

**Dr Robert Leach** retired from full-time teaching in 2004 as a principal lecturer at Leeds Metropolitan University, where he is now a visiting research fellow. He holds degrees from Oxford and London universities and a PhD from Leeds Metropolitan. He has published numerous journal articles as well as several books on government and politics, including *Local Governance in Britain* and *Political Ideology in Britain*. He is currently working on a new version of a best-selling textbook on British politics.

**Daniel Löwensberg** is lecturer at the Hull University Business School. He has experience at Leeds Metropolitan University as a leader of postgraduate courses in public relations and in teaching public relations in the UK and in France. His research interests cover the areas of corporate identity, PR teaching, international PR, and PR research tactics. Before joining academia, Daniel was a PR and marketing communications professional in the airline and tourism industries, and a committee member of the Airline Public Relations Organisation (APRO) in London for many years.

**Karl Milner** is senior lecturer at Leeds Metropolitan University. He is also a Consulting Partner of Finsbury Ltd, the City of London-based financial PR firm where he works within the political and regulatory practice advising blue-chip clients on their interactions with government in the UK and Brussels. Prior to moving to Finsbury in 2000, Karl worked for the lobbying firm GJW Government Relations. Karl came to lobbying from politics, where he worked in various roles from constituency agent to parliamentary researcher for a number of prominent Labour politicians culminating in working for Rt Hon Gordon Brown MP for four years in the run up to the 1997 general election.

**Dr Kevin Moloney** is principal lecturer at Bournemouth University where he teaches public relations and corporate communications to undergraduate and postgraduate students. He researches into how these persuasive communications influence and are influenced by the political economy and civil society. He is the author of *Lobbyists For Hire* (1996) and *Rethinking PR: The spin and the substance* (2000). Before teaching, he worked in PR and marketing for 20 years.

**Jo Powell** is senior lecturer in public relations at Leeds Metropolitan University. She is deputy course leader for the BA in public relations and teaches on undergraduate and professional programmes. Before joining Leeds Metropolitan, Jo accumulated more than 15 years' management experience in corporate communication for organisations including the BBC, Abbey National and Yorkshire Bank.

**Meriel Pritchard** is senior lecturer in communication studies at the University of Chester. Prior to this she taught at Leeds Metropolitan University, after a career in public relations, marketing, advertising and corporate communications, both as a consultant and in-house. She is a past chief external examiner for the CIPR diploma and foundation and her research interest is the interface between higher education and employment.

**György Szondi** is senior lecturer in public relations at Leeds Metropolitan University. His PhD at the University of Salzburg, Austria, involves researching the concepts of public relations and public diplomacy for the European Union. György set up and chaired the public relations programme at Concordia International University in Estonia and has been a regular speaker and trainer at conferences and workshops throughout eastern Europe. His interests and publications include organisational communication, public relations for the European Union, EU referendum, public diplomacy, risk and crises communication. György worked for Hill and Knowlton in Budapest and in its international headquarters in London. He holds a bachelor degree in economics, an MSc in public relations from the University of Stirling and an MSc in physics.

**Rüdiger Theilmann** is senior lecturer in public relations at Leeds Metropolitan University. He holds an MA in communications from the University of Munich. Following his MA Rüdiger worked for a number of consultancies mainly in the consumer sector focusing on German and Italian SMEs. After that he lectured at University of Stuttgart-Hohenheim and University of Applied Sciences Schwäbisch Gmünd University of Design in Germany. Before joining Leeds Metropolitan he was senior lecturer at International University Concordia Audentes in Tallinn (Estonia) where he was the leader of the MA communication management course. His academic interests are mainly in corporate identity and image, PR research and evaluation and PR theories.

**Dr Neil Washbourne** is senior lecturer in media studies at Leeds Metropolitan University, where he teaches on the undergraduate degree in media and popular culture. He holds a doctorate from the University of Surrey concerning uses of new technology in the global environmental movement and has had articles published in *International Studies in Management and Organisation* and *Journal of International Sociology*. He is writing a book entitled *Mediating Politics: newspapers, radio, television and internet* for Open University Press, which develops his research interests in the differences between mediated politics across institutional and technological sites of media.

**Paul Willis** is strategy and planning director at Ptarmigan, a multiple award-winning public relations agency and former *PR Week* 'Consultancy of the Year'. He has been a member of the board since 1998. He has worked

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**Sue Wolstenholme** runs Ashley Public Relations. Clients have included Amnesty International (relaunching the *Secret Policeman's Ball*) the Mayor of Athens and the Post Office. Sue led MA and BA courses in public relations, awarded by the University of Exeter and the post-graduate foundation and diploma for the Institute of Public Relations. She is the director of communication for the Royal Cornwall Hospitals NHS Trust and the president of the EUPRERA jury to find the best thesis on public relations in Europe. Sue is a former external examiner at Leeds Metropolitan University.

**Emma Wood** is senior lecturer at Queen Margaret University College in Edinburgh. She is co-editor of the *Journal of Communication Management* and has published chapters on corporate communication and corporate identity in *The Public Relations Handbook* (2002 and 2004). Before joining academia Emma worked in industry, latterly as assistant director of the Confederation of British Industry (CBI) Scotland where she was responsible for public relations. Emma is a former external examiner at Leeds Metropolitan University.