

The industry image of Government Communicators

Are Government Communicators branded for life as sub-standard and destined to rot in bureaucracy?

I have been working in Government Communications for some time now and find it extremely difficult to move to the private sector, especially to PR agencies. I am not the only one struggling to make the move and other Government Communicators, which I've spoken to also, have the same problem.

My question is this, what is the perception of the Industry of Government Communicators? The reason why I want to gauge perception is derived from a discussion I've had with an editor friend of mine around the general quality of press releases received by his publication. He stated that the Government accounts overwhelmingly for the bulk of the "Bad and the Ugly". If this is true for other publications and media players than our image is not good. Are we as Government Communicators branded for life as sub-standard and destined to a rot in bureaucracy?

Perhaps you have a different experience and think that Government comms is excellent...? Let's discuss.

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