

# Contents

<i>List of tables and figures</i>	vii
<i>List of contributors</i>	viii
<i>Acknowledgements</i>	xi
<i>Introduction</i>	1
<b>Part I Media reporting of social work</b>	
1 Media reporting of social work: a framework for analysis Bob Franklin and Nigel Parton	7
<b>Part II Journalists, broadcasters and public images of social work</b>	
2 The professional press: social work talking to itself Terry Philpot	55
3 Reporting social work: a view from the newsroom Anne Fry	63
4 Social work: 'image' and images on television David Perrin	76
5 Do-gooders on display: social work, public attitudes and the mass media Peter Golding	88
<b>Part III Social work under scrutiny</b>	
6 A receptacle for public anger Martin Ruddock	107
7 Social work and the media: pitfalls and possibilities Valerie Howarth	116

vi *Contents*

- 8 Hidden agendas and moral messages: social workers and the press 129  
Louis Blom-Cooper
- 9 Press reporting of Kincora 138  
Marie Smyth

**Part IV Remedies and strategies: improving the public image**

- 10 Promoting positive images of people with learning difficulties: problems and strategies 157  
Steve Dowson
- 11 Growing old in the eyes of the media 169  
Tim Dant and Malcolm Johnson
- 12 Running a campaign: appropriate strategies for changing times 183  
Tom White
- 13 Speaking up: community action and the media 197  
John Callaghan
- 14 Public relations and social services: a view from the statutory sector 208  
Lynne Walder
- 15 The social work profession and professional public relations 218  
Sally Arkley and David Jones

*References*

*Index*

227

237