

# Lord Chadlington on government 'spin doctors'

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Governments have overstepped the line of credibility by the increasing use of 'spin doctors' and media management techniques, according to Lord Chadlington, Chief Executive of Huntsworth, the public relations and marketing services company.

In an interview published on Mediabuddies.com he said that they have become an impediment to getting at the truth about what Government is doing and added: " We need professional men and women to ensure that what is done by Government at every level is available to the electorate. Transparency is vital in this cluttered information age."

Lord Chadlington said that the working relationship between public relations and the media gets better all the time as PR people become more professional. "Trust is the key. Individuals who are trustworthy in this industry build a framework of trustworthy media people around them.

"The biggest and most compelling challenge facing the PR business is building trust."

Note to Editors

The full interview can be found at [www.mediabuddies.com](http://www.mediabuddies.com), the reunion club for the media industry worldwide.

Lord Chadlington is the former Peter Gummer, founder of Shandwick Public Relations.

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