

## For Immediate Release:

Luke Messecar  
Ictus Initiative  
617-717-8294  
Luke@IctusInitiative.com



### ***Urban Mayor* Wins Medal As Guidebook For Political Leadership** Jack Yunits, Former Five-Term Mayor Of Brockton, MA, Honored With Independent Book Publishers Award



**Boston, MA – June 2013** –Eight years after his record-breaking five terms as mayor of Brockton, MA, Jack Yunits is receiving national recognition for the leadership insights that he bestows in his how-to book *Urban Mayor: Making a City Work* (Acanthus Publishing, 2012). With a foreword by former Senator, now Secretary of State, John Kerry, Yunits received a bronze medal for the U.S. North-East, Best Regional Non-Fiction at the 2013 Independent Book Publisher (IPPY) Awards. This distinctive honor is a testament to his inspiring story

which lays out the blueprint for aspiring politicians to reach the pinnacle of public service success.

When Jack was elected mayor of Brockton in 1995, crime, unemployment, immigration, and an overwhelmed school system were just a few of the issues plaguing the city. During his time as mayor, he transformed a declining city and stimulated a total resurgence. His book reveals how he succeeded over adversity, providing illustrative chapters on campaigning, education reform, crisis management, team building, and leadership. He also tackles municipal finance, labor negotiations, and dealing with state and federal officials. His unique wisdom and perspective made *Urban Mayor* a stand-out entry in this year's IPPY Awards, which attracted a staggering 5,240 submissions.

Yunits' story engagingly spells out the special role of the public official which he calls the "leader politician." Replete with true stories about the victories and the tragedies, the snow storms and the baseball team, the financial challenges and the personal embarrassments, Yunits' story is an instruction manual for how to get the job done when everyone around you is saying it's impossible. The contributions of Jack's wife and strategic partner, Lees Yunits, brilliantly complement his no-nonsense tone, adding insightful observations about life at the helm of Brockton.

"My wife and I are truly honored to receive an IPPY award for *Urban Mayor*," says Jack Yunits. "When beginning my first term, I knew nothing about being mayor and was afforded zero transition from the defeated incumbent. The insights in this guidebook would have been

invaluable to me, and will help anyone who is currently in office, campaigning for a leadership position, or considering entering the political arena. This practical and entertaining account will allow readers to learn from my greatest successes and biggest mistakes during my five terms as mayor.”

Secretary of State John Kerry holds Yunits and his book in high regard. In the foreword, Kerry states, “Jack Yunits worked tirelessly as mayor from 1995 to 2005 to rescue Brockton from the threat of unemployment, decay, and the myriad of complex problems that often confront older urban areas. And when he left City Hall, Jack Yunits had not only stabilized Brockton but had set the stage for an urban renaissance... This book is more than history – it’s a catalog of what works and what doesn’t; it’s a how-to for other public officials facing the same kind of trials and tribulations; it’s a guidebook to success, to the kind of championship season that was Jack Yunits’ time in the Brockton City Hall.”

For more information and to purchase your copy, visit [www.UrbanMayor.net](http://www.UrbanMayor.net).

#

#### **About the Author**

John “Jack” Yunits Jr., Esq., was born in Brockton, MA. He holds diplomas from Boston College High School, Boston College, and New England School of Law with an honorary doctorate from Stonehill College. Jack was elected mayor of Brockton in 1995 and served five terms, during which time the city saw a full resurgence. In addition to his stellar public-sector record, he has over 30 years’ experience in the private sector in the capacities of attorney and mediator. He currently is on the board of directors with the Liberty Square Group in Boston and is the president of the Yunits Association Public Relations and Municipal Law Firm. Jack is still a proud resident of Brockton, where he lives with his wife, Lees.

*Urban Mayor: Making a City Work*

Acanthus Publishing, 2012

256 pages, softcover

ISBN: 978-0-9847333-8-5

\$19.95