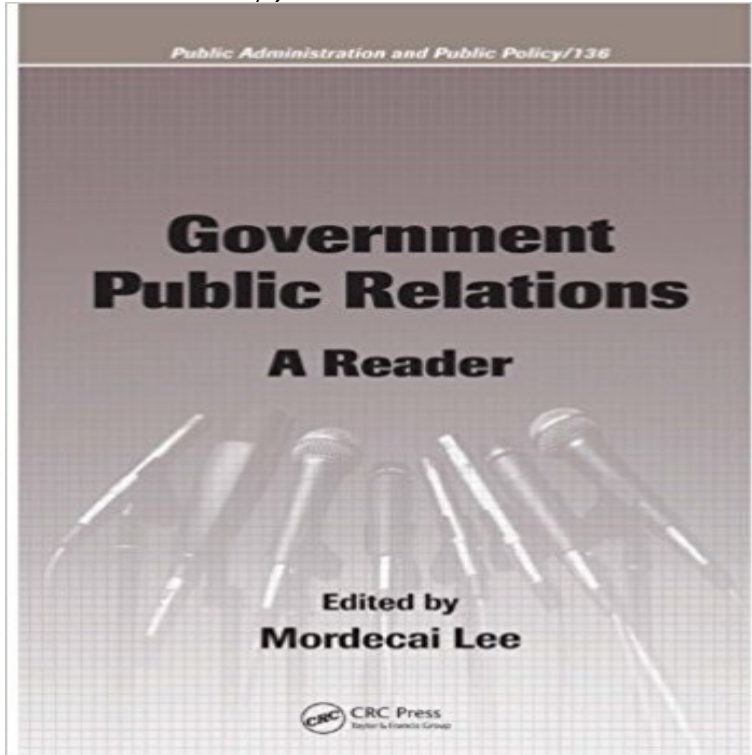


Government Public Relations: A Reader (Public Administration and Public Policy)



Much maligned in the past as wasteful and self-serving, government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money, time, and effort. In the same manner as budgeting, HR, strategic planning, and performance assessment, public relations must be included in the contemporary public administrators toolbox. Using unorthodox yet cost effective measures, public relations can increase the utilization of governmental goods and services, promote voluntary compliance with new laws, improve media relations, and strengthen the standing of the agency with the public at large. In short, public relations is public administration. Addressing the theory, practice, and context of government public relations, *Government Public Relations: A Reader* compiles contemporary writings from international sources to provide an understanding of the importance, value, and uses of public relations as tools to advance the goals of government. Each section begins with an introductory overview and short preview of the section topic. The end of each section provides additional reading and a list of discussion questions that can help identify key points. Beginning with an introduction to the general subject, the book focuses on the discrete purposes of public relations to make their benefit and application more tangible. Topics include media relations, public reporting, responsiveness, and outreach, as well as the integral role of PR in crisis management. The book stresses the publicness of government public relations as distinct from business PR and examines the increasing use of non-profit agencies to deliver government funded services. The last section summarizes the overall themes along with trends likely to influence the future of the field such as globalization and e-reporting. An extensive appendix consists of an annotated

bibliography of the historical literature.

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