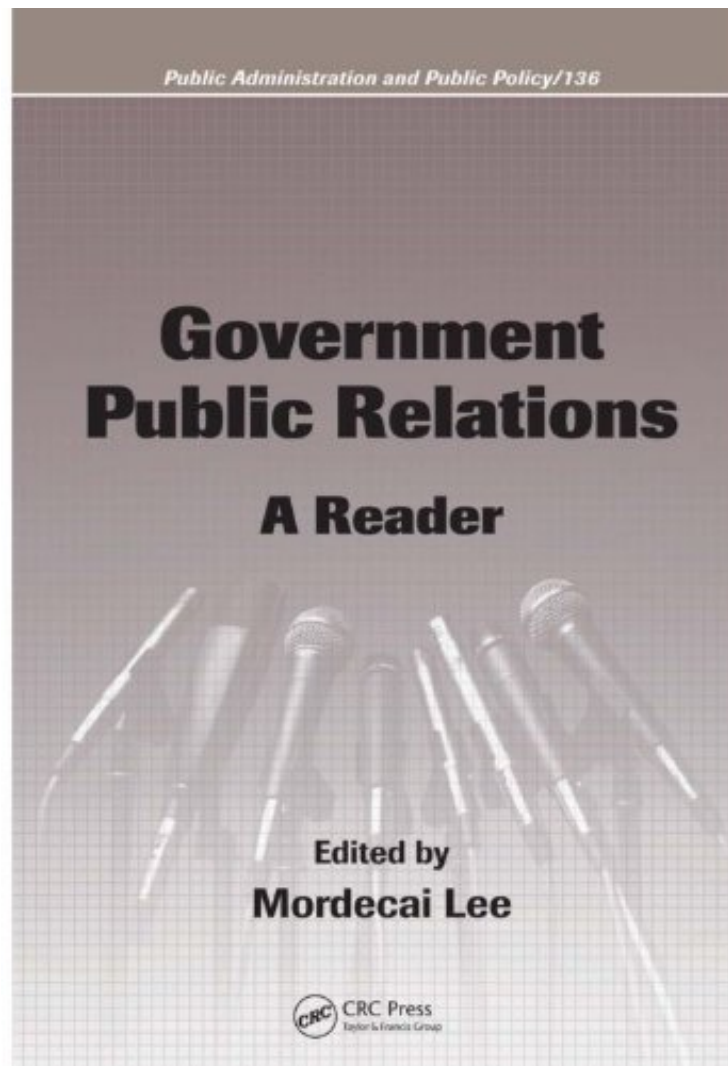


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## Government Public Relations: A Reader (Public Administration and Public Policy)

*Mordecai Lee*

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**Mordecai Lee : Government Public Relations: A Reader (Public Administration and Public Policy)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Government Public Relations: A Reader (Public Administration and Public Policy):

0 of 0 people found the following review helpful. Good take on Public Relations By Brenda Mills Used this book for a summer graduate course on Public Relations and Government. I am a veteran public servant and I found it very helpful and forward thinking. 1 of 1 people found the following review helpful. A superb introductory text By Midwest Book Review Every agency and faction of the federal government from the President to the Post Office has a public relations element for the purpose of explaining their policies, spinning bad news, and touted their accomplishments. In a very

real season, contemporary politics and governance dictates that public relations is public administration. Organized, compiled, and edited by Mordecai Lee, "Government Public Relations: A Reader" is a compendium of articles, essays, and commentaries that address the theory, practice, and context of government public relations; underscores the importance, value and uses of PR as tools to advance the goals of government; covers the role of PR in media Relations, public reporting responsiveness, out-reach, and crisis management; examines the increasing use of nonprofit agencies to deliver government funded services; considers future trends likely to influence the field of public relations in government; provides an introductory overview, discussion questions, and a list of additional reading for each section; includes an extensive appendix consisting of an annotated bibliography of relevant historical literature; and compiles contemporary writings from international sources. A superb introductory text, "Government Public Relations" is strongly recommended as a core addition to professional, academic, and community library reference collections in the areas of Political Science, Business Management, and Public Administration.

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 administrator's 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.