



The Practice of Government Public Relations (ASPA Series in Public Administration and Public Policy)

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In addition to traditional management tools, government administrators require a fundamental understanding of the tools available to address the ever-changing context of government communications. Examining the ins and outs of the regulations influencing public information, **The Practice of Government Public Relations** unveils novel ways to integrate cutting-edge technologies—including Web 2.0 and rapidly emerging social media—to craft and maintain a positive public image.

Expert practitioners with extensive government communications experience address key topics of interest and provide an up-to-date overview of best practices. They examine the specifics of government public relations and detail a hands-on approach for the planning, implementation, and evaluation of the wide-ranging aspects of government public relations—including how to respond during a crisis. In addition to the tools provided on the accompanying CD-ROM, most chapters include a Best Practice Checklist to help you successfully utilize the communication strategies outlined in the book.

Focusing on the roles of government managers enacting policies adopted by elected officials and politicians, this book is ideal for program managers seeking innovative and inexpensive ways to accomplish their programs' missions. While no manager can be an expert in all aspects of public administration, this book helps you understand the external communications tools available to advance the mission and results of your agency.

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