

# Public Relations Subject Guide

By the IAAO Library

## The Components of a Public Relations Program:

(Taken from the *IAAO Standard on Public Relations*, 2010.)

A public relations program consists of research, action planning, communication, and evaluation.

- Research should determine how the public perceives the policies, programs, and operations of the assessment office.
- Research is also necessary to provide meaningful data.
- An action plan should be based on research.
- Communications with the public should be positive, courteous, and provide education on the issues.
- The most current and cost-effective means of distributing information should be used.
- All aspects of a public relations program should be tested, evaluated, and improved as required.

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## Articles & Books in LibraryLink Catalog

(login to *LibraryLink* to download the fulltext or to request from the library)

**The assessment community's changing role as keeper of the public trust: working collaboratively**, by Bruce Turner. *Journal of Property Tax Assessment & Administration*, 2008, 5 (3), 5-23.

**Building your reputation and keeping your customers happy [powerpoint]**, by Rick Stuart, presentation at the 73rd Annual International Conference on Assessment Administration, 2007.

**Developing positive and effective relationships with officials [powerpoint]**, by William "Pete" Rodda, presentation at the 74th Annual International Conference on Assessment Administration, 2008.

**Effective public relations on a shoestring budget**, by Eric Cawley, presentation at the 63rd Annual International Conference on Assessment Administration, 1997.

**Effective ways to enhance your public relations program [powerpoint]**, by Richard Sanderson, presentation at the 72nd Annual International Conference on Assessment Administration, 2006.

**Ethics and public relations from an assessment perspective**, by Nigel Atkin. *Assessment Journal*, Winter 2003, 10 (1), 41-51.

**Good press, bad press, de-pressed: Governing's media survival guide for public officials**, by Jonathan Walters. Washington D.C.: Governing Books, 2008.

**Keeping the wolves at bay: A media training manual version 3.0**, by Jonathan Bernstein. Sierra Madre, California: Bernstein Crisis Management, Inc., 2007.

**Media Training 101: A guide to meeting the press**, by Sally Stewart. Hoboken, New Jersey: Wiley, 2004.

**Minimize complaints and produce results with a positive personal property public relations program**, by Cindy Magill, presentation at the 59th Annual International Conference on Assessment Administration, 1993.

**Performing assessment administration with taxpayer acceptance and understanding [powerpoint]**, by Kristine Yurko and John Lindsay, presentation at the 74th Annual International Conference on Assessment Administration, 2008.

**Preparing the public for a revaluation: Questions to be answered**, by Wisconsin Association of Assessing Officers. *Assessment Journal*, July-August 1995, 2 (4), 57-59.

**Public information campaign in a revaluation year**, by Robin Merry, presentation at the 62nd Annual International Conference on Assessment Administration, 1998.

**Public relations in utility assessment**, by Alan Dornfest. *Assessment Journal*, July-August 1998, 5 (4), 33-38.

**Sound bite 101: Become a spin doctor, swim with the media sharks and survive [powerpoint]**, by Larry Stein, presentation at the 74th Annual International Conference on Assessment Administration, 2008.

**Truth and consequences or how to face the public when property values increase dramatically!** By Lee Gardner, presentation at the 62nd Annual International Conference on Assessment Administration, 1996.

**Why play dodge ball? Improving public access to tax information**, by Susan Avazpour. *Fair & Equitable*, August 2005, 3 (8), 12-13.

**Widening the circle: Developing public confidence in assessment services**, by Nigel Atkin. *Assessment Journal*, January-February 2002, 9 (1), 17-23.

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## Online Reports and Articles

[Perceptions of public service and improving your city's image](#), by William Costick and the Michigan Municipal League. Washington D.C.: International City/County Management Association (ICMA), 2006.

[Property tax myths and misunderstandings](#), by the Office of Real Property Services of New York (state), 2009. An example of communication that addresses false beliefs among property owners.

[Public relations recommendations for assessors](#), by the Office of Real Property Services of New York (state), 2009.

[Public service resources](#), by the International Association of Assessing Officers (IAAO), 2007. Two brochures available for free download “Understanding Your Assessment” and “For the Property Owner Who Wants to Know.”

[A responsible press office](#), by the U.S. Department of State, Washington D.C. 2001.

[Standard on public relations](#), by the International Association of Assessing Officers (IAAO), Kansas City, Missouri: IAAO, 2010.

[Step into a reporter's shoes to fine-tune your media relations](#), by Mike Thompson. Washington D.C.: International City/County Management Association (ICMA), 2007.

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## Websites

[Assessment Videos Directory](#)- a compilation of 37 public relations videos created by various jurisdictions around the country. (Free access)

[Pew Center on the States, Government Performance Project](#) (click on “Initiatives”). Grades the states on the basis of public access to government information.

According to the most recent report, Michigan, Missouri, Utah, Virginia, and Washington received an “A” grade while New Hampshire and South Dakota received a “D+”. To see the grades for all of the states, access the link “Grading States” and select “Information” or access the [50-State Summary](#).