Public Relations Subject Guide

By the IAAO Library

The Components of a Public Relations Program:

(Taken from the IAAO Standard on Public Relations, 2011.)

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.

Articles & Books in LibraryLink Catalog

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

The Aliso Canyon/Porter Ranch natural gas leak, by Tracy Rekart. Presentation at the 82nd Annual International Conference on Assessment Administration, 2016.


Building your reputation and keeping your customers happy, by Rick Stuart. Presentation at the 73rd Annual International Conference on Assessment Administration, 2007.

Communicating with the public about assessments in today's real estate market, by Patti Hall. Presentation at the 76th Annual International Conference on Assessment Administration, 2010.

Cooperation between taxpayers and assessors, by Ruud Kathmann, Jan Gieskes, & Marco Kuijper. Presentation at the 80th Annual International Conference on Assessment Administration, 2014.


Updated May 2018


Developing positive and effective relationships with officials, 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, by Richard Sanderson. Presentation at the 72nd Annual International Conference on Assessment Administration, 2006.

E-government’s role in resolving the accountability paradox, by John C. Isbell. Presentation at the 81st Annual International Conference on Assessment Administration, 2015.

Enhancing customer service through technology, by Alvin Lankford. Fair & Equitable, November 2012, 10 (11), 3-12.


Factors affecting the property tax: guiding the media to a better understanding of property tax systems, by Alan Dornfest & Chris Bennett. Presentation at the 78th Annual International Conference on Assessment Administration, 2012.


How sustained outreach can improve your standing in the community [powerpoint], by Lloyd Hara. Presentation at the 78th Annual International Conference on Assessment Administration, 2012.

I can only please one person a day and today ain’t your day!, by Timothy L. Boncoskey & Kellianne M. Nagy. Presentation at the 81st Annual International Conference on Assessment Administration, 2015.

Updated May 2018


**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**, by Kristine Yurko & John Lindsay. Presentation at the 74th Annual International Conference on Assessment Administration, 2008.


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

**Public information in challenging times: planning a path through the forest**, by Patti Hall. *Fair & Equitable*, April 2011, 9 (4), 3-10.

**Public relations: an attempt to inform**, by Rick Stuart. Presentation at the 60th Annual International Conference on Assessment Administration, 1994.

*Updated May 2018*


Results of the 2014 survey of IAAO communication practices, by the IAAO Communications Committee. Fair & Equitable, April 2014, 13 (4), 3-11.


Social media communication tools, by Chris Bennett. Fair & Equitable, September 2009, 7 (9), 3-11.

Social media and your jurisdiction: what you need to know, by Wade Patterson, Manuel Gallegos, Rebecca Malmquist, Tiffany Opheikens & Chris Bennett. Presentation at the 77th Annual International Conference on Assessment Administration, 2011.

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

Taking control of your online brand: What you don’t know can hurt you, by Tina Morton and Tiffany Seward. Fair & Equitable, May 2014, 12 (5), 3-9.


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.

Utilizing the web to better serve your community, by Tyler Poling, Andrew Harrison, & David Kubik. Presentation at the 75th Annual International Conference on Assessment Administration, 2009.

We work for you, by Gerald C. Frantz. Presentation at the 65th Annual International Conference on Assessment Administration, 1999.

Updated May 2018
What top customer experience trends mean to you, by Jeff Green. Presentation at the 82nd Annual International Conference on Assessment Administration, 2016.

What you don't know can hurt you: taking control of your online brand, by Tina Morton & Tiffany Seward. Presentation at the 78th Annual International Conference on Assessment Administration, 2012.


Working with the media: crafting a positive message for your jurisdiction, by L. W. Patterson, Rebecca Malmquist, Manuel Gallegos, Tiffany Opheikens, & Chris Bennett. Presentation at the 78th Annual International Conference on Assessment Administration, 2012.

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**Online Reports and Articles**


**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), 2017. Two brochures available for free download “Understanding Your Assessment” and “For the Property Owner Who Wants to Know.”


**Standard on public relations**, by the International Association of Assessing Officers (IAAO), Kansas City, Missouri: IAAO, 2011.
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.

Websites

Assessment Videos Directory. A compilation of 31 public relations videos created by various jurisdictions around the country. (Free access)

Pew Center on the States, Government Performance Project. Grades the states based on public access to government information and other indicators. To see the grades for all of the states, access the 50-State Summary.