

Public Relations Subject Guide

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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

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

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.

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

Creating an online property guide and resolution center, by Wendy M. Sapp. *Fair & Equitable*, April 2014, 12 (4), 3-7.

Delivering quality public service, by Michelle Tetreault. Presentation at the 68th Annual International Conference on Assessment Administration, 2002.

Demystifying assessing, by Jo Josephson. *Assessment Journal*, 1996, 3 (5), 23-26.

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.

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

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

The good, the bad and the ugly: how public comment cards can improve operational effectiveness and public perception, by Eric Cawley. *Assessment Journal*, 1998, 5 (1), 54-58.

How a public information effort raised residents' assessment awareness in a suburban community: A case study, by Scott Schedler & Cathy Mills. *Fair & Equitable*, September 2011, 9 (9), 3-7.

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.

Improved customer service: integrated real property tax systems and e-government, by Herbert J. Huff, William H. Riley, and Thomas W. Branham. Presentation at the 68th Annual International Conference on Assessment Administration, 2002.

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

Managing taxpayer expectations: Islands of prosperity in an ocean of decline, by Joe McEvoy. Presentation at the 75th Annual International Conference on Assessment Administration, 2009.

Marketing your assessments: necessary considerations in developing a public relations program, by Kathleen A. Isleb. *Assessment Digest*, March-April 1989, 11 (2), 15, 17-18.

Media relations: a guidebook for effective communications for public officials, by Louanna Honeycutt. *Assessment Digest*, March-April 1992, 14 (2), 2-4, 6-7, 9-10.

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

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

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

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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.

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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.

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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.

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

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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.

Online Reports and Articles

[Government online: The internet gives citizens new paths to government services and information](#), by Aaron Smith. Pew Research Center Report, 2010.

[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 communication campaign: impact assessment report](#), by U.S. AID. Washington, D.C.: U.S. AID, 2010.

[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."

[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, 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](#).