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We can define public affairs as " issues arising from the relationship of the public to an organization such as a government body or a financial institution. ". Substitute the word " client " for " public, " and you arrive at the essence of a public affairs practice. Each day, elected and regulatory officials make decisions impacting private businesses. The public affairs sub-discipline seeks to shape public opinion, and in the process influence government actions or decisions in ways ...

Public Affairs - PR Council
Public affairs today is more than just political lobbying. It requires working with other policy-making bodies, such as regulators, commercial organizations and other interested parties. Public Affairs in Practice is the first book to examine the methods public affairs professionals use to make an impact. It covers each aspect of the industry and examines the tools needed to deliver an effective public affairs program.

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PublicAffairsAsia provides a platform for practitioners from various industries to gather together and brainstorm innovative and mutually-beneficial ideas and strategies, allowing us to work together to summarize our practices into government affairs theories to help guide our daily work.

"Public Affairs in Practice" explains how public affairs (PA) is now much more than just political lobbying. With case studies and tips from industry professionals, this is a practical "how to" guide for both practitioners and students.

Along with such traditional management tools as budgeting, HR, planning, and leadership, The Practice of Government Public Relations, Second Edition demonstrates that the 21st-century government administrator needs new tools to address the changing context of government communication. It provides public managers with an understanding of the uses of public relations as tools to advance the goals of public agencies, including media relations, an informed public, public branding, listening to the citizenry, and crisis management. While no manager can be an expert in all aspects of public administration, this book will help managers know what external communications tools are available to them for advancing the mission and results of their agencies. The authors argue that government public relations activities can serve three broad purposes: mandatory activities, which support governance; optional activities, which offer a pragmatic means of improving policy outcomes, inputs, and impacts; and dangerous but powerful activities, which may serve political interests. The book focuses on practitioners throughout the public sector, including the U.S. federal government, state and local governments, and public administrators outside of the U.S. Several new chapters address the use of digital communications as social media and the resultant rapid diffusion of information has transformed the responsibility, accessibility, and vulnerability of government communications. In addition, two new chapters examine the topic of branding, its growing influence in the public sector, and how it can be used to connect with citizens and increase public engagement. The Practice of Government Public Relations, Second Edition is designed to help government managers at various levels of administration looking to specialize in public relations, those assigned to communications offices, and program managers seeking innovative and cost-effective ways to implement their programmatic missions. It will also be of interest to students of public administration who will become the government workers of the future.

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.

"When the next generation of public affairs practitioners look back to the beginning of the 21st century they will recognise the Handbook of Public Affairs as the cornerstone text on which global practice came to be based" - Tom Spencer, Executive Director, European Centre for Public Affairs "Excelling in the practice of corporate public affairs in the 21st century will necessitate bringing together two competencies: possessing a solid professional foundation based on time-tested principles, and having the ability to reach beyond the basics by adapting the best current thinking, practices, and models available. Professionals can enhance both competencies by reading the Handbook of Public Affairs" - Brian Hawkinson, Director Center for Public Affairs Management/Public Affairs Council Washington "Understanding the imperatives of stakeholders and special interest groups in the public domain is of increasing importance to leaders in both business and politics. However, knowing how to influence these imperatives, and design communications to proactively affect change, is a well sought-after commodity. Public affairs professionals not only understand these dynamics, but constantly strive to ensure continuous improvement in the counsel they provide and in the results they deliver. As more and more people in business, government, NGO and not-for-profit sectors are seeking out the services of public affairs practitioners, this Handbook will help readers gain a better appreciation for strategies and tactics that comprise successful public affairs campaigns" - Chris Benedetti, President, Public Affairs Association of Canada "The Handbook is a landmark development in the field of Public Affairs, bringing together in a single volume contributions from key academics and practitioners in the field. It offers a comprehensive overview of the field for the first time and is an essential reference book to underpin practice, teaching and research in the discipline" - Professor Andrew Lock, Leeds University Business School "The Handbook of Public Affairs is a comprehensive guide to best knowledge and practices in the field. Everyone - from business school deans to chief executive officers to seasoned public affairs executives - can find information in the Handbook of Public Affairs to help them achieve their reputation- and public policy-related goals" - Douglas G. Pinkham, President, Public Affairs Council "For years, there has been a glaring lack of substantive academic literature to underpin the development of the public affairs profession. Throughout his distinguished career, Craig Fleisher has made a vast contribution to filling that void. In the Handbook of Public Affairs, Craig and his co-editor Phil Harris, have brought together the best minds in the field from around the globe to create a text that will surely support the development of new programs and new careers for the public affairs practitioners of tomorrow" - Randall Pearce, General Manager Ipsos Mackay Public Affairs, Sydney "The Handbook of Public Affairs will be a valuable resource for the growing number of public affairs practitioners who seek to balance an appreciation of the global evolution of their profession with the "hands-on" reality of applying core concepts and theories to their organisation's management practices" - Alexis Lindsay, Director, The Centre for Corporate Public Affairs (Australia) Public Affairs and particularly government relations/lobbying, have evolved in recent years from a tactic adopted by organizations to amend occasional legislation to become a managerial strategy to achieve competitive advantage. At the fore-front of research and practice in Public Affairs, this Handbook draws upon the expertise of leading figures in the field to provide a comprehensive overview of a huge growth area in organisations' strategic thinking. Articles evoke pan-national experience and are organised into four sections to help readers navigate issues and draw comparisons. Sections cover: - investigation into the development and meaning of Public Affairs - the management and practice of Public Affairs within organisations - global case studies - an overview of scholarly developments.

The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected. Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include: definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.

Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, thePractice of Public Relations is truly an " in-your-face " Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in today's world of public relations—including heavy emphasis on social media and ethics.

Given the high rate of social media use by the public, organizations are compelled to engage with key audiences through these outlets. Social media engagement requires organizations to actively participate with public groups, and this highly-interactive exchange raises a new set of ethical concerns for communicators. In this rapidly changing communications environment, the long-term implications of social media are uncertain, and this book provides the much needed research to understand its impact on audiences and organizations. Through an examination of a broad range of ethics concepts including transparency and online identities, policies, corporate responsibility, and measurement, this book explores a variety of topics important to public relations such as diversity, non-profit communication, health communication, financial communication, public affairs, entertainment communication, environmental communication, crisis communication, and non-profit communication. The chapter authors, expert scholars within their fields of public relations, offer insights drawn from original research and case study examples of ethical dilemmas raised by social media communication.

Ethical practice in any professional discipline is guided by age-old philosophical perspectives, but its modern parameters are continually evolving. Ongoing developments in technology, social media and social contexts mean that public relations and its practices in particular are constantly changing, and so are the ethical questions faced by practitioners in the field. Ethical questions and dilemmas are inherent to public relations, and ensuring that practitioners operate ethically is fundamental to both the professionalism and credibility of the field. Engaging and accessible, Ethics in Public Relations offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications. It covers topics including the roles which lies, truth and honesty play, utilitarianism; practising respect and morality; authorship; conflicts of interest; PR and the corporate ethics programme; moonlighting; the impact of whistleblowing and more. Written by a leading academic in the field, this fully updated third edition of Ethics in Public Relations includes an entirely new chapter on the uses of ethics in social media, covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation.

This collection of essays by communication professionals significantly helps build a theory about the growing convergence of communications expertise focused on public policymaking. Practical Public Affairs in an Era of Change discusses how public affairs and public relations are halves of one whole, explores developments in the field, and addresses challenges facing the profession. Set against a backdrop of stunning changes in communications technology and plummeting popular faith in political leaders and institutions, this volume provides extraordinary and informative insight into the fields of public affairs and public relations. The volume will introduce newcomers to the field and prove to be an invaluable resource for those already involved. Co-published with the Public Relations Society of America.

While public affairs faculty study administration and management techniques, few administrators of public affairs programs receive formal training in the nuts and bolts of academic administration. Even those faculty who come to academia after distinguished careers in managerial positions may not be ready for the very different (and difficult) environment of university administration. The Public Affairs Faculty Manual argues that public affairs as a field needs to ensure that knowledge about administration and management is applied to the running of its academic programs, and brings together major leaders in the discipline to explore key features of academic administration. Many of these leaders have served as Master of Public Administration (MPA) directors, chairs, and deans at the nation 's top public affairs programs. Crucial issues of academic administration discussed include the basics of public affairs programs, models of governance, roles of different administrative leaders, planning and budgeting for programs, navigating the accreditation process, assessing and improving student learning, ensuring social equity and cultural competency, mentoring faculty, developing curriculum, and helping provide service and applied research to community partners. Contributors have served as MPA directors, chairs, and deans at the nation 's topic public affairs programs. Themes running throughout the book 's chapters are examined, and additional resources to help manage public affairs programs are offered. This collection of essays and the strategies within it are designed to encourage faculty to assume positions of leadership in their programs and manage those programs in an effective, efficient, and fair manner. The Public Affairs Faculty Manual is required reading for new, seasoned, and aspiring academic administrators in public administration, public policy, and nonprofit management programs, as well as schools of government.