



State Agency Public Relations: The Public Information Model Evolves: Public Relations In A State Health Services Agency: Public Information Model or Relationship Management Perspective?

Carol Madere

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The Public Information Model Evolves details the public relations efforts of a government agency, which began as the typical public information model as described by Grunig & Hunt in 1984, but, in some respects, is evolving toward a relationship management model, which includes dialogue and trust-building. This evolution is being brought about by public policy advocacy, litigation, more assertive publics and those in the agency itself who want to be part of a more responsive system.

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