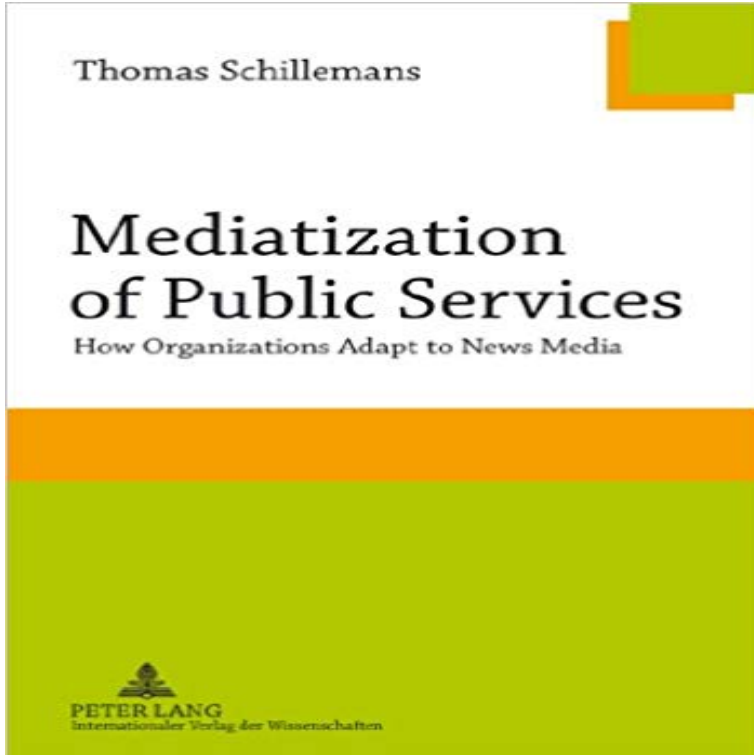


Mediatization of Public Services: How Organizations Adapt to News Media



Public services are increasingly delivered by organizations operating at arms length of governments. These organizations occupy one third of the total news and spend huge sums of money on media management. This book provides the first comprehensive analysis of how public services are affected by their media environment. It describes how public service providers have become mediatized: have adapted their structures and processes to media pressure. The adaptation is profound; some managers use 25% of their time on media and others state that from day one, how to get it through the media is on your mind. This normative issue of media influence is approached on the basis of extensive international research. At display is a collection of inside stories from the daily encounters between media and public service providers.

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