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Details about Public Relations Writing: Public Relations Writing is intended for students who plan to work as public relations practitioners. The fundamentals of "Writing" is emphasized above all else and the author provides instructions on organizing releases for everything from broadcast radio to Twitter.

About Public Relations: Featured PR Articles

Public Relations Writing: The Essentials of Style and Format This text equips students with the essential skills for developing and writing public relations materials, covering all areas of public relations writing--including news releases, backgrounders, newsletter and magazine articles, brochures, print advertising copy, and broadcast scripts.

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Public Relations Writing: the Essentials of Style and ...

14 East Jackson Boulevard, Suite 1010, Chicago, IL 60604 Office hours: Monday - Friday, 9:00 a.m. - 5:00 p.m. Central Standard Time Telephone: (312) 362-6300

Public relations writing the essentials of style and ...

For some, writing is more than just an assignment, it becomes a career. Public relations writing is a prime example. For those entering this field of work, finely tuned writing skills dictate just how successful they will be. Public relations is the act of creating a likable and acceptable company image for the public.

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Public Relations Writing The Essentials of Style & Format ...

Public Relations Chapter 9. 1. Establish a content theme and editorial guidelines 2. Choose a blogging team and process 3. Humanize your company 4. Avoid PR and marketing (sales pitch) 5. Welcome criticism 6. Outline a comments policy 7. Get social 8. Promote your blog 9. Monitor mentions and feedback 10. Track everything.

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