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The Public Relations Writer's Handbook: The Digital Age ...

The second edition of the Public Relations Writer's Handbook offers a simple, step-by-step approach to creating a wide range of writing, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the thoroughly expanded and updated second edition shows how to keep up with the best practices of the public relations profession, as well as with the speed ...

The Public Relations Writer's Handbook: The Digital Age ...

The Public Relations Writer's Handbook Book Description. From pitches and press releases to news and feature stories to social media writing and more, this new... Author (s). Whitney Lehmann, Ph.D., APR, is an assistant professor of communication in the Department of Writing and... Support Material. ...

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From pitches and press releases to news and feature stories to social media writing and more, this new book by author Whitney Lehmann and a handful of experienced contributors breaks down the most widely used types of public relations writing needed to become a PR pro. The Public Relations Writer's Handbook serves as a guide for those both in the classroom and in the field who want to learn, and master, the style and techniques of public relations writing.

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The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry. It traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationship with politics, lobbying organizations and journalism, assesses its professionalism and regulation and advises on training and entry into the profession.

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The Public Relations Writer's Handbook - The Digital Age ...

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From pitches and press releases to news and feature stories to social media writing and more, this new book by author Whitney Lehmann and a handful of experienced contributors breaks down the most widely used types of public relations writing needed to become a PR pro. The Public Relations Writer's Handbook serves as a guide for those both in the classroom and in the field who want to learn, and master, the style and techniques of public relations writing. Eighteen conversational chapters provide an overview of the most popular forms of public relations writing, focusing on media relations, storytelling, writing for the web/social media, business and executive communications, event planning and more. Chapters include user-friendly writing templates, exercises and AP Style skill drills and training. Whether you're a PR major or PR practitioner, this book is for you. Lehmann has combined her industry and classroom experience to create a handbook that's accessible for PR students and practitioners alike. A dedicated eResource also supports the book, with writing templates and answer keys (for instructors) to the end-of-chapter exercises in the text. www.routledge.com/9780815365280.

In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

With a wealth of illustrations, examples, and practice assignments, this book covers every key PR document needed on the job: press releases, PSAs, annual reports, newsletters, magazines, trade journals, brochures, print ads, and speeches and presentations.

This text equips students with the essential skills for developing and writing public relations materials, covering all areas including news releases, backgrounders, newsletter and magazine articles, brochures, print advertising copy, and broadcast scripts. Recent technological changes are also covered to give students an understanding of how technology impacts the constantly changing world of public relations. The text continues to stress the need for professionals to communicate more effectively to all audiences.

The Public Relations Handbook, Fifth Edition provides an engaging overview and in-depth exploration of a dynamic and ever evolving industry. The diverse chapters are united by a set of student friendly features throughout, including clear chapter aims, analytical discussion questions, and key further reading. Featuring wide ranging contributions from key figures in the PR profession, the new edition presents a new chapter on public relations and activism, alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions, including The Bank of Scotland, Queen Margaret University, Diabetes UK, Continental Tyres, and Action for Children. Split into four parts exploring key conceptual themes of the context of public relations, strategic public relations, stakeholder public relations, and shaping the future, the book offers coverage of essential areas including: public relations, politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not-for-profit sector business-to-business public relations the public relations of globalisation.

Public Relations Writing: Principles in Practice is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages.

MediaWriting is an invaluable resource for students planning to enter the dynamic and changing world of media writing in the twenty-first century. With easy-to-read chapters, a wealth of updated, real-world examples, and helpful "How To" boxes throughout, this textbook explains the various styles of writing for print, broadcast, online, social media, public relations, and multimedia outlets. Some of the features included in the book are: A re-written Chapter 13, Writing and Reporting in the New New Media, with updates to how social media is used today Expanded chapters on print reporting methods and the Associated Press Stylebook Updates to Chapters 5 and 6, Legal Considerations in Media Writing, and Ethical Decisions in Writing and Reporting, discuss recent court cases and current ethical issues Explanatory "How To" boxes that help readers understand and retain main themes Illustrative "It Happened to Me" vignettes from the authors' professional experiences Discussion questions and exercises at the end of every chapter Designed to meet the needs of students of print and broadcast media, public relations, or a wannabe jack-of-all trades in the online media environment, this reader-friendly primer will equip beginners with the skills necessary to succeed in their chosen writing field.

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Critical theory has a long history, but a relatively recent intersection with public relations. This ground-breaking collection engages with commonalities and differences in the traditions, whilst encouraging plural perspectives in the contemporary public relations field. Compiled by a high-profile and widely respected team of academics and bringing together other key scholars from this field and beyond, this unique international collection marks a major stage in the evolution of critical public relations. It will increasingly influence how critical theory informs public relations and communication. The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions, critiques and actions, methodologies and future implications. This makes it an essential reference for public relations researchers, educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges. The volume is also of interest to scholars in advertising, branding, communication, consumer studies, cultural studies, marketing, media studies, political communication and sociology.

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