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Public Relations Writing: Form and Style

Doug Newsom, Jim Haynes

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PUBLIC RELATIONS WRITING: FORM AND STYLE offers the practical approach one would expect to find in a trade book, but uses the principles and theories of public relations to give students what they need to write with understanding and purpose. Part One provides the background for all public relations writing tasks by explaining how this kind of writing is unique and by exploring the legal and ethical obligations. Part Two is the writing principles section, which covers both style and techniques. Part Three begins with basic public relations writing assignments that students are likely to be exposed to early in their jobs: emails, memos, letters, reports and proposals, backgrounders and position papers. Part Four covers writing for mass media. Much of this section has changed to reflect the impact of technology on media. Part Five covers more complex public relations writing functions, including media kits, media pitches, print and online newsletters, brochures, magazines, including those online, and annual reports. The chapter on crisis communication now includes the planning process that can be used to handle campaigns and crises.

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