

Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media

By Ronald D. Smith

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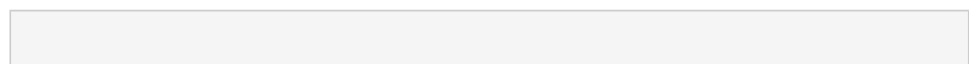
Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media By Ronald D. Smith

Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere---from the standard news release to electronic mail and other opportunities using a variety of technologies and media.

The fourth edition has been updated to reflect significant developments in the public relations field, including:

- New chapter on multimedia and social media releases
- New chapter on websites, blogs, and wikis
- Expansion of the chapter on direct mail and online appeals
- Updated examples of actual pieces of public relations writing
- A companion website including writing exercises, PowerPoint presentations, and relevant links

Through its comprehensive and accessible approach, *Becoming a Public Relations Writer* is an invaluable resource for future and current public relations practitioners.



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Editorial Review

About the Author

Ronald D. Smith is Professor of Public Communication and former Chair of the Communication Department at Buffalo State (SUNY). He currently serves as interim Associate Dean of the School of Arts and Humanities. He is an accredited member of the Public Relations Society of America.

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