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Public Relations Worktext is a writing and planning resource for public relations students and practitioners.

Public Relations Writing Worktext provides the fundamental knowledge and the basic preparation required for the

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Strategic Message Development

Professional practice of public relations writing. This textbook introduces readers to public relations and writing, providing an overview of the four-step public relations process in addition to defining and detailing the writing activities involved. It presents in-depth information on the writing formats and approaches used in implementing strategic public relations plans, and offers instruction for developing all types of writing assignments, starting with memos, proposals, and news releases, and moving on to the more complex tasks of advocacy writing, newsletters, crisis planning, and online communication. Examples accompany the discussions, providing guidance and structure

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for the varied writing activities.

Retaining the approach of the second edition, this text

incorporates numerous changes and updates, making it suitable for use as a primary course text.

Updates include: increased focus on writing for the web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled "New and Social Media" a new planning outline to help writers develop more effective messages expanded checklists for writers to reference when working on assignments additional examples of effective public relations writing by leading companies in a variety of organizational settings, including Mattel, UPS, Burger King, Sara

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providing guidance and structure for the varied writing activities. Retaining the approach of the second edition, this text incorporates numerous changes and updates, making it suitable for use as a primary course text. Updates include: increased focus on writing for the web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled "New and Social Media" a new planning outline to help writers develop more effective messages expanded checklists for writers to reference when working on assignments additional examples of effective public relations writing by leading companies in a variety of organizational settings, including

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This textbook gives students both the fundamental knowledge and the

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The PR Campaigns Worktext by Maria Scott walks students through building their own PR campaigns by combining coverage of fundamental PR campaign concepts with the classic design of a workbook. Unlike other campaigns texts, the worktext presents concepts, applications, and examples in campaign building,

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