



# Public Relations Writing: The Essentials of Style and Format

*Thomas Bivins*

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# Public Relations Writing: The Essentials of Style and Format

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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. Coverage of recent technological changes, including the growth of digital and social media (blogging, Twitter, etc.) gives students an understanding of how technology impacts the public relations industry. In the constantly changing world of public relations, the text continues to stress the need for public relations professionals to communicate more effectively to all audiences. In addition, it covers basic planning, media relations, media placement and distribution, and law and ethics.

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