



Wordsmithing: The Art & Craft of Writing for Public Relations

Ron Rhody, Carol Ann Hackley

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Here, at last, is a book that explains the how and why of writing for public relations from the perspective of a world-class professional and a ranking academic. It covers the basic forms used in writing for public relations, from news releases to white papers and op-ed pieces, and gives step-by-step instruction on how to write them. Equally important, it explains how and when to use each form. All the basics are covered, from handling clearances to creating the most effective distribution channels. Students appreciate its informal style and professionals its comprehensive, but concise, presentation of the fundamentals.

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