



# Public Relations Writing: Form and Style, 6th Edition

By Doug Newsom, Bob Carrell

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**Public Relations Writing: Form and Style, 6th Edition** By Doug Newsom, Bob Carrell

Now fully updated to reflect the current realities of the public relations field (including the emerging importance of graphic design and the use of the Web), this revision of Newsom and Carrell's practical text covers all aspects of public relations writing. The book 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 principle 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: letters, e-mail, memos, and eventually reports and proposals, backgrounders and position papers. Part Four covers writing for mass media. Part Five covers the more complex public relations writing—including media kits, newsletters, brochures, magazines, annual reports, and crisis communication.

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### **Editorial Review**

#### **About the Author**

Doug Newsom, Ph.D., APR and Fellow Public Relations Society of America (PRSA) is a Texas Christian University professor emerita of The Schieffer School of Journalism and the senior co-author of **THIS IS PR AND PUBLIC RELATIONS WRITING**. She also is the co-author of three other books and the author of another two, as well as the author of four current book chapters. She is former member of the Commission on Public Relations Education, former chair of PRSA's College of Fellows and is a past chair of the Accrediting Committee for the Accrediting Council on Education for Journalism and Mass Communications. She has been president of the Association for Education in Journalism and Mass Communication, Southwest Education Council for Journalism and Mass Communication, Texas Public Relations Association, and both the Dallas and Fort Worth chapters of PRSA. Dr. Newsom has been national faculty advisor to PRSSA. She has been head of the PR Division of AEJMC and served as chair of its former division heads. Awards include the Institute for Public Relations' Pathfinder, PRSA Outstanding Educator, Public Relations Foundation of Texas's Educator of the Year Award, Texas Public Relations Association's Golden Spur, the Association for Women in Communications Headliner, and in 2010 she was named to the Hall of Excellence of TCU's Schieffer School of Journalism. She has served Fulbright teaching appointments in India and Singapore; given workshops in South Africa, Hungary, Bulgaria, Poland and Vanuatu; and taught in Latvia and England. She has been chair of the Fulbright discipline committee, served 18 years on a gas research institute's advisory council and was one of the first women elected to the board of a publicly held company, she was the first woman elected to the board of ONEOK where she served 24 years until reaching mandatory retirement age. Currently, her volunteer public relations work is for Rotary International.

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