



Wordsmithing: The Art & Craft of Writing for Public Relations

By 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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Editorial Review

From the Back Cover

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Advance Comments from Professionals & Students

"WORDSMITHING is an excellent introduction to writing for public relations. Unlike the majority of books currently in use, it positions writing's role in public relations in the context of overall public relations initiatives and gives almost as much attention to the "why" of the effort as to the "how." Knowing why a thing is done is sometimes as important as knowing how to do it." Robert W. Irelan, Vice President and Director, Corporate Communications (ret.) Maxxam, Inc.

"WORDSMITHING is a welcome addition to the pantheon of textbooks designed to teach public relations students how to be effective writers. It offers the ideal combination of practice and pedagogy. Its focus and format are clearly the result of two PR professionals who know what they're doing. Students and instructors alike will appreciate the text's readability." Matt Cabot, Associate Professor, California State University, Long Beach.

"WORDSMITHING was not just another required textbook – it was one I wanted to read. I am confident I will use it throughout my PR career. All PR professionals and future professionals can benefit from this book. Putting these two highly respected PR professionals together creates top quality in PR writing education." Karli Knapp, PR Intern, Rogers & Cowan.

"WORDSMITHING is an excellent step-by-step guide that is easy for any public relations writer to use. Anyone who reads WORDSMITHING will be referring to it daily. It is the perfect desk manual when it comes to writing for public relations. Natalie Hoch, Public & Governmental Affairs Representative, Chevron Corporation.

"Make room on your desk for this book because you will be referring to it constantly. It is a reliable source of information and useful tips." Larry Foster, Corporate Vice President, Public Relations (ret.) Johnson & Johnson.

"This book details what young professionals need to know, and what we expect them to know, about writing for public relations. Master the material here and when you're asked "Can you write?" you can answer with a confident "Yes!" Bob Wynne, Vice President, Corporate Public Relations, Oracle.

About the Author

Ron Rhody heads The Rhody Consultancy in Walnut Creek, California, working with executives in business,

academic, and not-for-profit sectors on a wide range of internal and external communications and public relations issues. He is accredited in public relations (APR) from the Public Relations Society of America (PRSA), where he is also a fellow. Rhody is the author of, among other works, *The CEO's Playbook: Managing the Outside Forces That Shape Success*.

Carol Ann Hackley is a professor of public relations at the University of the Pacific in Stockton, California. She received her master's and doctoral degrees in educational policy and leadership from The Ohio State University and a B.A. in language arts education from California State University, Sacramento. She is also accredited by and a fellow at the PRSA. She has written extensively about international public relations, among other topics.

Users Review

From reader reviews:

Patricia White:

People live in this new day time of lifestyle always try and and must have the free time or they will get lots of stress from both daily life and work. So , if we ask do people have extra time, we will say absolutely without a doubt. People is human not just a robot. Then we consult again, what kind of activity have you got when the spare time coming to you of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative with spending your spare time, the actual book you have read is definitely Wordsmithing: The Art & Craft of Writing for Public Relations.

Emma Englund:

Reading can called head hangout, why? Because if you are reading a book especially book entitled Wordsmithing: The Art & Craft of Writing for Public Relations your thoughts will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely will become your mind friends. Imaging every single word written in a e-book then become one application form conclusion and explanation in which maybe you never get before. The Wordsmithing: The Art & Craft of Writing for Public Relations giving you one more experience more than blown away your mind but also giving you useful info for your better life with this era. So now let us show you the relaxing pattern here is your body and mind is going to be pleased when you are finished studying it, like winning a sport. Do you want to try this extraordinary investing spare time activity?

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