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Chapter 9: Public Relations Writing 53 Press kit materials Press kits or

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TWO PRIMARY CATEGORIES OF PR WRITING • Uncontrolled media

- Writing for gatekeepers such as editors/news directors
- They can change what we write
- Risk the story won't come out as intended
- Controlled Media
- We are the gatekeepers &

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control the final version of the story

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Many employers require candidates for public relations positions to complete a writing test and provide a writing sample to demonstrate proficiency in this skill. Therefore, it is critical to understand how to craft effective messages through written communication. Here are some of the many materials and messages that public relations professionals have to write: Press/News releases

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The role of writing in public relations - Writing for ...

All kinds of public relations writing share a common purpose, which is to _____ readers. influence. Using "non-sober condition" when referring in intoxication is an example of. ... Linking an organization to a topic already in the public and/or media agenda involves creating a/an _____ news peg.

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