



Anyone may visit

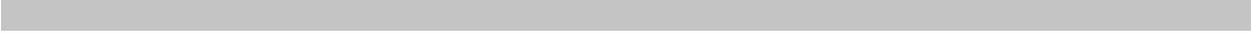




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Public relations writing (third edition).

Public relations writing (third edition).

Writing activities of public relations



Media relations: Issues and strategies (2nd edition),

Media Relations,

Public Relation Review 42

Public Relation Review, 42(

Risk Issues and Crisis Management: A Casebook of Best Practice (4th edition),
Public relations writing and media techniques (7th edition),

rate Reputation Review, 10
Media Relations: Issues and Strategies (2nd edition),

Risk issues and crisis management: A casebook of best practice (4th edition).



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changed. the amount and frequency of writing has not

in class

optional. if you choose to

your own, You will be responsible for learning about how to write the documents on
minimally

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(For Kent's sections, put all documents into Bookman Old Style 11-point for the entire term). !

not extra lines between paragraphs

individual

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yes,

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—include samples of other letters from your target publication with your own letter—
Note: very few online sources publish letters to the editor

letters to the editor

Sydney Morning Herald

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Layout and

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Presentation, Structure, and Strategy

FL-PS

Issue not articulated. Audiences/media not strategically chosen based on research. Over/under word limit. Poor grammar or presentation. No cover