



Public Relations Writing and Media Techniques

By Dennis L. Wilcox, Lawrence W. Nolte

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This up-to-date text teaches students how to write, produce and distribute a variety of public relations materials, from news releases and public service announcements to brochures, newsletters, slide presentations and video news releases. While remaining true to the book's original purpose, the second edition forges ahead with coverage of recent advances in technology and changes in the law that have a direct bearing on significant public relations issues. Written for easy reading and comprehension, the text features pedagogy to support its "nuts and bolts" approach.

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