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Writing in Public Relations Report

In the Public Relations Field writing in a form of communication is your major job description. Communicating effectively to consumers is a huge part of the Public Relations field. The Public Relations Society of America defines Public Relations as a “strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Public Relations Professionals write press releases, social media content/promotions, pitches, speeches, emails, blogs, write content for online websites, and most of all they are storytellers.

So, Imagine this: You're sitting at your desk ready to post content for your brand but you don't know how to strategically write an Instagram caption, Tweet, or Facebook Post for that content. What do you do? Posting writing content for brands on social media accounts is harder than it seems. The way you write a social media post can affect your brand reach, authority, Image, engagement and so much more so you have to put in a little more thought. Chief digital strategist at Jolt Social Media, Steve Farnsworth, explains “With social media, you interact with the content, change it in some way, and share it with your network. You need to write about the users’ experiences, not the product. If you want people to interact with your content, there has to be zero corporate-speak and it must be from one human being to another.”(Winchell 2010)

Writing a good Press Release is also another tool Public Relations Professionals need to master before going into the PR field. In the article “How to TurboCharge Your Writing For Public Relations” by Robert Wynne explains step by step how important a good press release

means to a company. So what does a Press release have to have and where do you even start? Press Releases are official documents that brands release to announce something, usually to the media and their consumers, and meant to be posted where the public can see. Usually, Press Releases are to announce a new product or service, promoting an event or party, introducing a new change within the business, new management, and more. Wynne explains that “A Press Release consists of a Headline (the most important part), sub-headline, for immediate release, a date, location, inverted pyramid (the most important first) and the basics of storytelling”. Your headline should be eye-catching and you should imagine it could be made into a tweet. The body of a Press Release typically consists of answering the Who, What, When, Where, Why, and How of the matter being announced. Public Professionals must understand and have good storytelling writing skills to make it in the PR world.

Having good Client relationships and communication goes a long way in the Public Relations field. In “Why Writing should be the most Sought-after skill in PR” Hanna Porterfield explains the importance of Client Communications. Porterfield explains “When writing emails, you must be concise, clear, and credible. It’s crucial that new PR professionals learn to communicate transparently, free of misinterpretation, and succinctly for busy executives. Especially if you are a new public relations professional..”. No one likes to read long and confusing emails that have five mini-stories that are unclear to read. Writing good clear emails takes practice but as long as you try to make it straight to the point and ask whatever questions you have at the end your writing will get better and your client relationship will too. “If you’re looking to become a better writer, then you also must be a reader.”(Porterfield 2017).

One of the biggest writing mistakes Public Relations professionals can make is hurrying while they write. You may be asking yourself, don't Public Relations professionals have to react

quickly? The biggest regret a PR professional can make is not fact-checking all information before releasing anything in writing. In “9 steps to improve your PR Writing” Elli Chapman, explains the importance of not hurrying with your writing. Chapman says “ Let every PR text rest for a while before fact-checking. You can take a rest or do something else before coming back to the same pitch to double-check your statements and remove mental errors. Although it seems boring and unnecessary at times, it might preserve your professional credibility.”

The main purpose of Public Relations is to inform people, solve problems, persuade the public, investors, employees, and stakeholders. A retired professor from Northern Kentucky University, Michael Turney, gives great advice on his website to help young new PR professionals. He says “Public relations writing is not done for its own sake, or for the gratification of the writer, or as an art form. Public relations writing is purposeful writing intended to trigger the desired reaction in a specific target audience so the relationship between that target audience and the person or organization that initiated the public relations effort is enhanced. From a public relations perspective, anything else is wasted effort. Regardless of how beautiful a piece of writing is, or how many literary awards it wins, it is NOT successful public relations unless it positively affects the client's relationship with the target audiences.”(Turney 2014).

Citations

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