

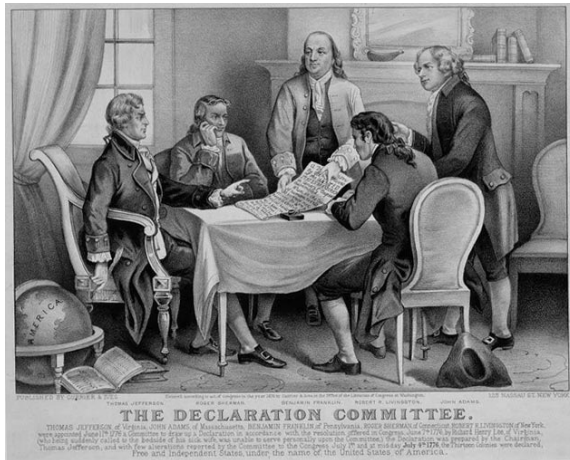
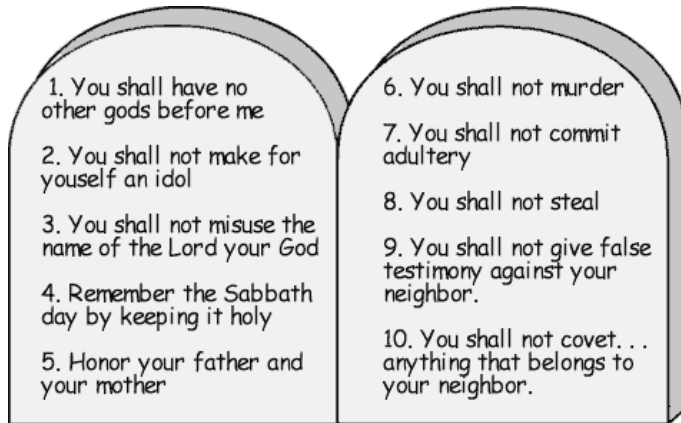
BECOMING A MUCH BETTER PR WRITER

View From the Mountaintop

“If you can write, you can eat.”

- There are never enough quality writers to go around – in any industry
- The more your writing skills improve, the more valuable you will become – to everyone
- There’s a world of resources at your fingertips
- There’s no substitute for iteration: Write, revise, receive editorial criticism, repeat. Repeat. Repeat.
- Read good writers. Commit to continuous improvement. Set your ego aside.

Great Writers Change the World

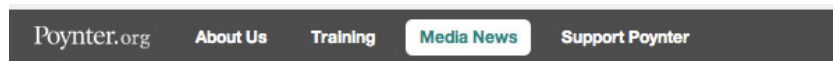
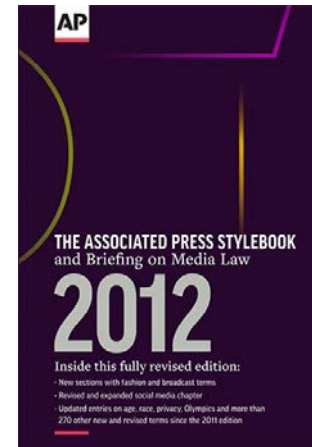
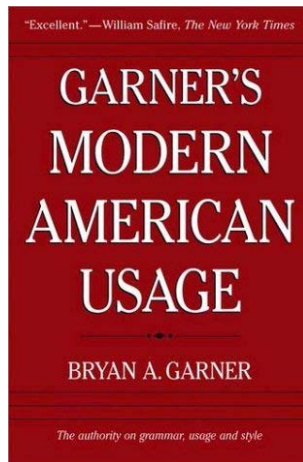


got milk?[®]

PR Writing Recipe

- Step One: Be an Internal Reporter
 - Observe and record. Leverage access. Keep an eye on confidentiality.
- Step Two: Organize Your Material
- Step Three: Start Writing the Lead
 - It's the only place to start and it gives you an early idea of whether you're on the right track
- Step Four: Continue Adding Useful Info
- Step Five: Review and Revise
- Step Six: Work With an Editor

Resources I Like



Poynter.



Dictionary Definitions



To see a definition for a word or phrase, simply type the word " different definitions from various online sources, you can type "i the entire phrase.

Example: Define public relations

Spell Checker



"Excellent." —William Safire, *The New York Times*

GARNER'S MODERN AMERICAN USAGE

BRYAN A. GARNER

The authority on grammar, usage and style

aboard. Usually restricted to ships or planes in BrE, this word is applied broadly in AmE to any public conveyance—e.g.: "The bus had about 35 pupils *aboard* from Varina and Mehfood Elementary schools." Mark Bowes, "It Was Close to a 'Catastrophe,'" *Richmond Times-Dispatch*, 18 Jan. 1997, at B1. More recently, it has come to be applied to organizations as well—e.g.: "Longtime in-house attorney Thomas 'Tad' Decker was brought *aboard* in 2000 to become managing partner." Jeff Blumenthal, "New Year Brings Firm Leadership," *Legal Intelligencer*, 2 Jan. 2002, at 1.

abode is the past tense of *abide*. See **abide**.

abode, place of. This phrase is a pretentious way of referring to someone's *home* or *house*. It's also redundant, since an *abode* is a place. See **REDUNDANCY**.

abolition; abolishment. The latter is a **NEED-LESS VARIANT**. Cf. **admonition (B)**.

abominable (= [1] detestable, odious; or [2] extremely disagreeable) derives from the Latin

in adjectival uses.)

The spelling *Aborigine*, with the initial capital, is traditional when referring to the indigenous peoples of Australia.

abort = (1) (of a pregnancy) to end prematurely; (2) (of a fetus) to cause to be expelled before full development; or (3) (of a pregnant woman) to cause to have an abortion. Senses 1 and 2 are more usual than sense 3, which, as an example of **HYPALLAGE**, strikes many readers as odd. E.g.: "In a case of 1949, the trial judge sentenced a husband who had tried to *abort* his wife and killed her to five years' penal servitude." Glanville Williams, *The Sanctity of Life and the Criminal Law* 155 (1957).

abortifacient. See **contraceptive**.

abortive; aborted. *Abortive* may mean (1) "unsuccessful because cut short," or (2) "inchoate." With sense 1, it takes on the figurative sense of *aborted* (= cut short), as *an abortive attempt*, i.e., one cut short. (Note that *-ive*, an active suffix, here has a passive sense.) E.g.: "In the 50 years after the 1916 rising, an *abortive* anti-British rebellion, nationalists incorporated the

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- Circle me on Google+ (jgreer113@gmail.com)
- Join me at the Hangout on Monday, Dec. 3 @ 2pm ET/11am PT

