



PR News Writing Boot Camp

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Good Writing is Essential

- “Writing is easy. All you have to do is cross out the wrong words.” Mark Twain
 - Being a strong writer and communicator is great for your career
 - It’s essential for your advancement
 - It’s also hard to find
 - It takes hard work and practice and the willingness to be edited and take advice

Good Writing is Essential

- The Message?
 - Who, What, Where, When, Why?
 - Who am I writing for?
 - Who or what is my audience?
 - Where is my material being published?
 - When is it being published?
 - Why is it being published?

Keys to Success

- Important questions before you start
 - When is the deadline?
 - When is the first draft needed?
 - How big of a group of people will review it?
 - How long do you expect this story to be?

Keys to Success

- Good Research = Good Writing
 - Know and understand your topic
 - If you don't know, find out
 - We write for our audience, our readers, not ourselves
 - Time is valuable. Don't waste your audience's time.
 - Keep it moving

Dan's Ten Second Goal

- Two or three short sentences are better than one that runs on and on and on and on
 - Sentence is ten seconds or less when read out loud
 - It's a goal, not a rule
 - Strive for 50% compliance in everything I write
 - Varying your sentence length keeps readers engaged

Never go longer than :20

- Find a way to break the sentence up or rewrite it
 - Stick to one clear, concise thought per sentence
 - “Secretary of Transportation Ray LaHood told the American Bus Association Board of Directors at its spring meeting May 2nd, that the Department of Transportation will vigorously continue its crackdown against illegally operating and unsafe motorcoach companies.”
 - That’s :14 seconds and as long as I want to go

Often you succeed!

“As flight delays become more frequent and get longer, there’s a much better alternative than sitting in a delayed airplane on the ramp waiting to take off or holding before the pilots are cleared to land. Ride a motorcoach!”

:12 seconds

But it could have been better



“Flight delays are becoming more frequent and getting longer. And there’s a better alternative than sitting in an airplane while the pilots wait to take off or land. Ride a motorcoach.”

Editing is Essential

- Every piece of copy needs to be checked and rechecked
 - Great writers need editors
 - Don't rely on Microsoft Word's Grammar and Spell check
 - Use a Style Book, have one handy and it's online
 - Never let egos get in the way when it comes to being edited

Contact Me



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