

From: The Writer's Guidebook <pr_news@accessintel.com>
To: Mayer, DougDougMayer@gov.sc.gov
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Subject: read this before you write your next press release

The Writer's Guidebook

Great writing has always been in style, and a major focus of PR News' [Writer's Guidebook](#) is taking time-tested writing standards and applying them to the new situations PR and communications professionals are faced with each day.

PR News' [Writer's Guidebook](#) has nine chapters full of up-to-date information about writing emails, speeches, biographies and backgrounders, press releases, crisis statements and social media content.

This how-to resource will give you and your team the skills to:

- Perfect the snippy 140 character tweet
- Develop content around SEO, not the other way around
- Convert users with just a subject line
- (Accurately) proof-read an emergency press release moments before deployment

Writing skills haven't changed, but the applications have. Good writing is still a key necessity for PR and communications. However, the demands for this writing are expanding further and further, to the point that knowing how to craft a press release is no longer enough to succeed in the industry. That's where PR News' [Writer's Guidebook](#) comes in.

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Questions? Contact Rachel Scharmann at rscharmann@accessintel.com.

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