This is the kind of public relations writing text I would like to have written. Readable and relevant both to employer requirements and to student concerns, it is an admirable exposition of practical issues with a solid grounding in appropriate theory.

Australasian teachers and classes will appreciate the fact that while this book originates from the United States, its field of vision is not limited to that country. For example, one case it discusses is a public service campaign in Christchurch, New Zealand.

Thirteen chapters are supplemented by five appendices covering: research methods for public relations writing; professional standards; laws and regulations; printing issues and grammar, usage and punctuation. Only Chapter Six, on legal issues and authorities, is strongly focused on the American context. The chapters move from scene-setting overviews through discussion of research, planning, ethics, and corporate culture, to design issues and implementing writing plans. Following chapters cover news writing for the mass media and writing for controlled media, for persuasive purposes and for a global audience. There’s an interesting end chapter on writing for special events.

Public Relations Writing is more than a writing textbook. While not designed for this purpose, nor sufficient in itself as an introduction to key public relations concepts and practices, it nonetheless does a good job in introducing students to this material. For example, students of public relations campaigns would benefit from reading the discussion on planning tools included in Chapter Four, while all PR students would find value in Chapter Fives coverage of ethics and organizational culture. As a practitioner required in a previous professional life to confront both ethical and cultural issues in PR writing, I know from experience some of the dilemmas that can arise and how important it is for students to be encouraged to consider them.

In raising contextual issues such as these, the Treadwells do both teachers and students a service by moving well beyond a concentration on mere technique. Their framework is a definition of public relations writing as writing designed to initiate, develop or sustain positive attitudes and behaviour in groups of people who can affect it themselves as an introduction to key public relations concepts and practices, it nonetheless does a good job in introducing students to this material. For example, students of public relations campaigns would benefit from reading the discussion on planning tools included in Chapter Four, while all PR students would find value in Chapter Fives coverage of ethics and organizational culture. As a practitioner required in a previous professional life to confront both ethical and cultural issues in PR writing, I know from experience some of the dilemmas that can arise and how important it is for students to be encouraged to consider them.

While Chapter Ten covers to-be-expected material on writing for controlled media, Chapter Elevens discussion of ‘Writing to persuade’ provides an excellent historical and theoretical context for the coverage of persuasive writing techniques. Chapter Twelve deals with both intercultural audiences and writing for the internet, while Chapter Thirteen’s treatment of special events encompasses writing for employer-hosted events, speechwriting, preparation of media and press kits and exhibitions.

This text has been reissued by Sage (the first edition was published by Pearson) in two new versions in rather rapid succession in recent years and therefore there is already a different edition of Public Relations Writing.
Writing available to the one reviewed here. The most recent edition (called 2nd edition) came out in 2005, and has an orange/brown cover as opposed to the blue cover of this edition. So there are first edition (1999), updated edition (2004, reviewed here), and second edition (2005). The major change with the second edition appears to be that it is complemented by a student workbook. I looked at this workbook and while its chapter structure was different to that of the updated edition I was reviewing, it appears comprehensive (162 pages) and helps to encourage students to think about the clients point of view in their writing assignments. The newest (2nd) edition of the book also has a companion student website, at [http://webpages.charter.net/dtreadwell/index.htm](http://webpages.charter.net/dtreadwell/index.htm), which, for every chapter, offers an introduction and objectives; one or more web-based exercises that link to public relations and/or chapter-relevant sites; and a list of web resources related to the chapter, with active links. The second edition and student workbook are about to be issued by Sage as a bundle.

**Purchase information:** This book is available from all good booksellers, or can be purchased online from [http://www.footprint.com.au/](http://www.footprint.com.au/)

**About the reviewer:** Chris Galloway (APR) is a Lecturer in Public Relations at Monash University (Gippsland campus), Churchill, Victoria, Australia. He has BA, M.Comms., and M.Mgt (Distinction) degrees. His research interests include the use of public relations techniques to advance the causes of protagonists in conflicts such as the Israel-Palestine conflict; the role of communication in organisational change; public relations in (and on behalf of) government at all levels, and public relations issues and crisis management. He is a joint editor of Public Relations Issues and Crisis Management: A Case Study Approach (Thomson Learning, 2005).