

## Readings on Writing Press Releases

### Helpful Web Resources

#### IMPROVING WRITING/AP STYLE

Cleaning Your Copy (Poynter NewsU grammar/AP style course):

[http://www.newsu.org/courses/course\\_detail.aspx?id=nu\\_cleancopy04](http://www.newsu.org/courses/course_detail.aspx?id=nu_cleancopy04)

#### PRESS RELEASES

Free Library of Philadelphia press releases:

<http://libwww.freelibrary.org/PressRel/Pressrel.cfm>

New York Public Library press releases: <http://www.nypl.org/press/>

Library of Congress press releases:

<http://www.loc.gov/today/pr/2009/index.html>

Georgia State University press releases:

<http://www2.gsu.edu/~wwwexa/news/>

### Publications about Press Releases

#### BOOKS

Rachelle S. Karp (editor). *Powerful Public Relations: A How-to-Guide for Libraries*. Chicago: American Library Association, 2002.

Lisa A. Wolfe. *Library Public Relations, Promotions, and Communications*. 2<sup>nd</sup> edition. New York: Neal-Schuman, 2005.

## ARTICLES

Abney, Sonia. "Why Are **Press Releases** Important?" *Arborist News*, Aug 2005, Vol. 14 Issue 4, p62-62.

Applegate, Edd. "Mistakes Made in Companies' Press Releases (How to Improve Your Company's Press Releases)." *Public Relations Quarterly* Winter 2005, Vol. 50 Issue 4, p25-30. EBSCO.

Dalglish, Richard. "15 Tips for Writing News Releases." *JCK* 176, no. 11 (Nov 2005): 106.

Di Costanzo, Frank. "What the Press Thinks of Press releases." *Public Relations Quarterly*, Winter86/87, Vol. 31 Issue 4, p22-24. EBSCO

Morton, Linda P. "Producing Publishable Press Releases: A Researchable Perspective." *Public Relations Quarterly* 37 (Winter 1992): 9-12.

Obston, Andrea. "The Eight Words You Can't Say in a Press Release." *Public Relations Quarterly* 49, 3 (Fall 2004): 9, 29.

Parnell, Larry. "Charting the Industry: Press Values PR – With a Few Caveats." *PR News* 65, 10 (March 2009).

Rapp, Jim. "Writing Press Releases the Media Will Use." *Office Solutions* 18, 8 (September 2001): 50-51.

Scott, Robert. "Writing Successful News Releases." *Target Marketing* 16, 5 (1993): 10-12.

Stewart, Joan. "Tips for Breaking Bread with Reporters." *Public Relations Tactics* (December 1999): 22.

Whitehead, Christy. "Press Releases: Learn by Example." *Law & Order* 52, 4 (April 2004): 26-28.

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