

Comm 390: PR Writing

Writing this news release for the Born This Way Foundation taught me how important it is to communicate clearly, accurately, and professionally when representing an organization. From my earlier drafts, I learned the value of structure and consistency—especially following AP style and including essential details like the date, contact information, headline, and event summary in the proper format. I also gained a better understanding of how to use strong, active language and concise sentences to capture readers' attention while maintaining credibility.

This project helped me think like a public relations specialist, balancing creativity with factual accuracy. I learned how to emphasize key messages, incorporate quotes, and write with a community-focused tone that aligns with the organization's mission. Through revising my earlier work, I improved my skills in strategic storytelling, showing how communication can inspire awareness and action for important causes such as mental health. Overall, this assignment strengthened my confidence in professional writing and media relations.