

HOW TO WRITE MEDIA RELEASES

Many publicity opportunities are lost simply because some organisations fail to produce effective media releases. No matter how interesting or topical your news is, it generally won't attract media exposure without a well considered and well written media release.

This popular one-day workshop coaches in the art of writing impactful media releases, and is limited in size to ensure personal attention. The emphasis is on ensuring you quickly learn the fundamentals of writing successful media releases in a stimulating, interactive atmosphere that encourages participant interaction and group discussion. The workshop includes practical writing exercises and features relevant media footage and real-world case studies, not just theory.

The workshop covers all the basics you need to start writing the moment you get back to the office. It is suitable for anyone who wants to learn how to produce effective media releases, from public relations and marketing executives to businesspeople who want to undertake their own publicity. It's also great as a refresher if it's been a while since you wrote a media release or need some new ideas and inspiration!

COST: On Application

DURATION: 1 day

FACILITATOR: Patrick Kennedy is a senior public affairs practitioner whose business, concentrates on media and presentation training and with his consultants devotes time to some media issues management. Pat has also written two books. ****See over page for full profile.****

COURSE OUTLINE:

- This training is interspersed with interesting and relevant television footage, radio commentary and newspaper articles taken from news over the last 12 months.
- What is news? Metropolitan and local media.
- How the media works in Australia – TV, radio, internet and print.
- Approaching the media and why the News Release is so important in this process.
- Developing and using the correct writing style.
- Using correct grammar.
- Ensuring your releases are taken seriously.
- Who, What, Where, When How and Why.
- How to write the News Release – content, style, fonts, jargon etc.
- Distribution of the release. Deadlines.
- Finding the right 'hook' or 'angle'.
- Targeting the right audience.
- Monitoring the effectiveness of your news release.
- Using a photo to help tell the story.
- Case studies and news release exercises.

Local Government Training Institute

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FACILITATOR PROFILE:

Patrick Kennedy is a senior public affairs practitioner whose business, Kennedy Communications, concentrates on media and presentation training and with his consultants devotes time to some media issues management. Pat has also written two books.

Councils trained by Pat include Sydney City, Liverpool, Campbelltown, Woollahra, Hurstville and Leichhardt Councils and others. Pat was also a media consultant for Sutherland Shire Council for two years where he dealt with the General Manager, Mayor and Councillors almost daily. He was also the Press Secretary for the NSW Minister for Planning for several years.

Summary of experience:

- **Press Secretary for a State Government Minister, whose portfolios included Urban Affairs and Planning, Energy, Family and Community Services, Juvenile Justice, Assistant Minister for Transport, Property Services Group and Administrative Services.**
- **Public Relations Manager of the Sydney Ambulance Service.**
- **Public Affairs Executive Director of the NSW Ambulance Service.**
- **Associate Director, Media Issues Management, NSW Health Department.**
- **Media Manager, National Parks and Wildlife Service.**

Pat's first large media issue handled was the 1984 Milperra Bikie Massacre. The most notable in his career was the Thredbo landslide disaster. A close second was the opening of the world's first medically supervised injecting centre (heroin injecting room) at Kings Cross.

Several times a year Kennedy Communications facilitates workshops, on a variety of popular topics for the Public Relations Institute of Australia, the peak professional body representing the interests of Australian public relations and communication practitioners and consultancies.

Pat has been a regular interviewee, as the public face of many government departments, on all metropolitan and regional radio networks, television news and current affairs programs. He has an in-depth working knowledge of all forms of the media, having completed thousands of radio and television interviews over a 20-year period.

COURSE ENQUIRIES

Course enquiries may be directed to Business Development Team on (02) 49 222 333.

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