

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: **Carol Moore** is an award-winning public relations consultant, writer, and qualified trainer who is passionate about writing and communication. Carol's experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. She is a member of the Public Relations Institute of Australia and holds a degree in business Communication majoring in public relations and a Certificate IV in Workplace Training and Assessment.

COURSE OUTLINE:

- Dealing with the Australian Media
- 14 elements for media attention to ensure your release is newsworthy
- Finding the best 'hook' of 'angle' for your target media
- Tailoring your story for different media; 'soft' and 'hard' news
- 20 guidelines for writing effective media releases – content, style, structure, formatting
- Addressing the Who, What, Where, When, Why and How
- Avoiding common mistakes that reduce the effectiveness
- Writing effectively within time constraints

Course enquiries may be directed to Training Administration on 4978 4013.

Local Government Training Institute

59 Bonville Ave Thornton NSW 2322

PO Box 137, Thornton NSW 2322

Telephone: (02) 4978 4013 Facsimile: (02) 4966 0588

Email: reception@lgti.com.au

ABN: 24 232 406 407

www.lgti.com.au