



## Writing press releases

### Introduction

*Writing Press Releases* helps you write press releases and get regular media coverage for your work.

We do this in just one day by focusing on

- ▶ How the media works and what they are looking for.
- ▶ What to include in press releases, and what to leave out.
- ▶ How to build long-term relations with the media.

We support the process with a course manual, which can be used to further refine the skills learned.

### Duration

One day provides ample time for delegates to do exercises and receive feedback on their work.

### Who should attend?

Anyone who writes press releases, whether in public relations or a company press office.

Also suitable for senior and middle managers looking to improve their media coverage and relations with the media.

### Activity-based training

Course exercises give you activity-based experience, and can be customised to deal with issues specific to your business.

Delegates may receive instructor feedback on their writing during exercises. Each delegate is invited to bring a piece of writing that they would like to have reviewed.

The course includes job aids and roadmaps to support your learning. Course exercise materials, job aids and roadmaps are provided on CD for post-course use.

### Course outline

#### ▶ Introduction

The essential characteristics of news stories.

#### ▶ Module 1: Understanding the media

An introduction to how the media works, and the terminology it uses. Learn which media to have contacts with, how and when to approach them, and what they are looking for in a press release.

#### ▶ Module 2: Preparing your material

What to include in a press release and what to leave out. Learn the importance of good headlines, introductions and quotes. How to deal with statistics, negative issues, complex stories and long-running campaigns.

#### ▶ Module 3: Writing press releases

Samples of good press releases: their typical structure, content and message. Exercises in writing press releases, and following up your work with editors. Individual feedback on your organisation's work.

#### ▶ Module 4: Catering for different audiences

Learn the requirements of different types of media: monthlies, weeklies, magazines, TV/radio and the Internet. Learn to tailor your material and press releases for different outlets.

#### ▶ Module 5: Beyond the press release

Building relations with the media. The longer term prospective.