Writing Press Releases

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

Publicity is one of the most cost-effective marketing tools available. It increases customer awareness of your company or organisation, builds credibility and raises profile - all at no cost. This course is designed for those new to press or PR who wish to increase the amount and quality of press and publicity their organisation receives. You will learn what makes a newsworthy story and how to write professional press releases that media organisations will want to use.

Course information

Course duration

One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course: £495 plus VAT for individual tuition.
Please call for prices for private groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Follow on courses

Maximising Press and Media Coverage, Good Grammar and Punctuation, Effective Interview Techniques.

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How the press works and why they need PR
- The structure of modern media
- PR vs advertising
- What are the advantages of PR?
- Examples of effective press releases
- Understanding common media terminology

What is the press looking for?
- What makes a story newsworthy?
- Which publications to target and when to target them
- Paper press releases and digital press releases

Writing press releases
- Following a standard press release outline
- Getting the timing right
- Writing a good lead paragraph
- Writing the body of a press release
- The recap
- Structuring a press release to make information easily accessible

Content
- Selecting newsworthy information
- Writing attention-grabbing headlines
- Presenting facts
- Adding a human interest element
- How to dilute negative information
- Using photographs effectively

Understanding your target audience
- Tailoring your press release to your audience

What makes a successful press release?
- Ten tips to increase media coverage
- The press release checklist

Building press contacts
- The importance of one-to-one relationships
- Useful resources

Questions and answers